

64
**DEFENSE
DEMANDS
ENERGY**



MEAT FOR DEFENSE



**BUILDS
MEN
FOR NATIONAL
DEFENSE**

THE NATIONAL Provisioner

THE JOHN CRERAG
OCT 20 1941
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**MEAT
MAKES
MIGHT**
**VITAL FOR
DEFENSE**

**CONVENTION
PROCEEDINGS**

**AMERICAN
MEAT
INSTITUTE**

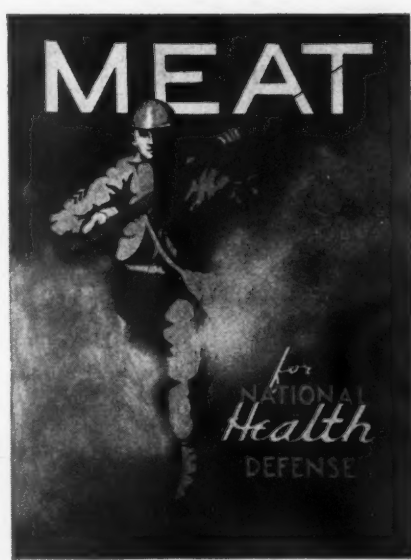
OCTOBER 18, 1941

**SERVE those who serve
Give them MEAT**



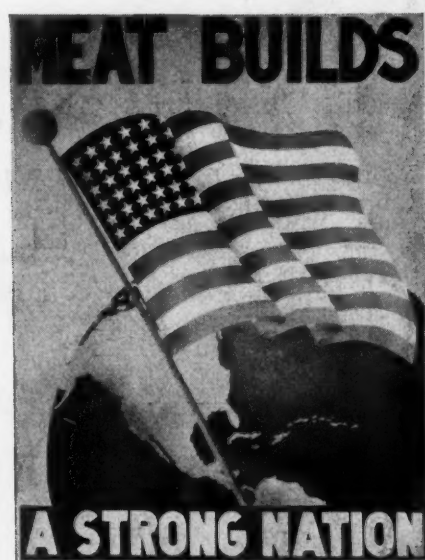
**SERVE
MEAT**

**FOR A STRONG
NATION**



MEAT

*for
NATIONAL
Health
DEFENSE*



MEAT BUILDS

A STRONG NATION

THROUGHOUT *the* U

Sausage Plants PROFIT with Buffalo Equipment

Since pioneering the FIRST steam driven meat cutter over 73 years ago, Buffalo sausage machines have continued to lead the field in design, efficiency and performance.

Throughout the United States, large and small sausage plants are profiting daily with one or more Buffalo machines. Daily reports from satisfied users prove that Buffalo Sausage Machines produce more in a shorter time, improve the quality of the finished product, and are less costly to operate.

Not satisfied with resting on its laurels the makers of Buffalo machines are continually seeking to make good products better. In addition, such points as pride in workmanship, reputation for quality products, and care given to details and service are back of every Buffalo Sausage Machine.

Check the Buffalo Sausage Making Machines illustrated. Individual circulars describing each machine in detail will be sent on request. Write:

BUFFALO
QUALITY SAUSAGE MAKING MACHINES

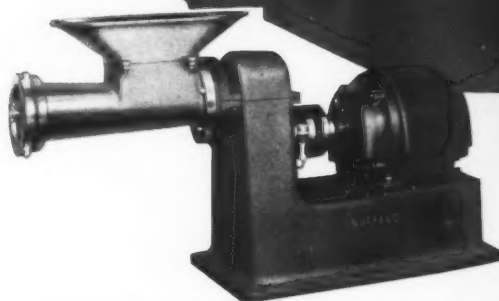
JOHN E. SMITH'S SONS COMPANY
MANUFACTURERS OF A COMPLETE LINE OF SAUSAGE MACHINERY



Buffalo Self-Emptying Silent Cutters
Sowl capacities: 200, 350, 600 and 800 lbs.

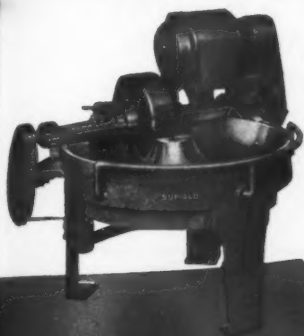


Buffalo Vacuum Mixers
Reduces mixing cost by 20%, reduces shrinkage, and improves quality and color of emulsion.

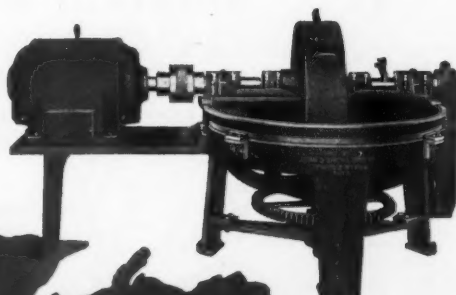


Buffalo Helical Gear-Drive Grinders
Model 66-BG grinds up to 10,000 lbs. per hr.
Model 78-B grinds meat 12,000 to 15,000 lbs. per hr.

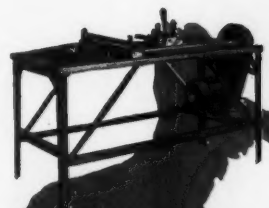
he UNITED STATES



Buffalo Non-Emptying Silent Cutters
Bowl capacities, 200 and 300 lbs.



Buffalo Standard Silent Cutters
Bowl capacities, 250 and 250 lbs.



Buffalo Bacon Slicer
Strips are sliced quickly from smoked bacon with no tearing or waste.



Buffalo Air Stuffer
Capacities, 100, 150, 200, 300, 400 and 500 lbs.



Buffalo Casing Apparatus
Practically doubles the sausage stuffed over hand operations.



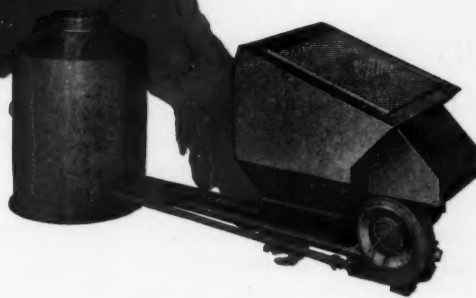
Buffalo Pork Fat Cuber
Cutting heads furnished to produce $\frac{1}{2}$, $\frac{3}{4}$ or 1" cubes.



Buffalo Head Cheese Cutter
Capacity, 100 to 110 lbs. per minute.



Buffalo Combination Silent Cutter Direct Connected Grinders
Either machine may be operated without the other.



Buffalo Smokemaster
Cuts consumption of sawdust by 70%.

50 BROADWAY, BUFFALO, N. Y.
SALES AND SERVICE OFFICES IN PRINCIPAL CITIES

THE NATIONAL PROVISIONER, Vol. 105, No. 16. Published every Saturday by The National Provisioner, Inc., 407 S. Dearborn St., Chicago, Ill., U.S.A. Entered as second-class matter, Oct. 8, 1919, at the post office at Chicago, Ill., under act of March 3, 1879. Subscription Price: United States, \$3.00; Canada, \$4.00. All foreign countries in Postal Union, \$5.00. Single copies, 25 cents. Copyright 1941 by THE NATIONAL PROVISIONER



ENGLISH "HOT DOGS" ARE STUFFED WITH SHRIMP. RUSSIANS MIX MEAT AND CAVIAR. BUT THOSE LITERAL-MINDED CHINESE! IN CHINA A "HOT DOG" IS USUALLY DOG



New Zealand is the world's No.1 meat-eating nation. Per capita consumption there is 321 pounds a year. The United States ranks fourth with 154 pounds per person per year.



EPICHARMUS, who thrilled theater goers about 500 B.C., was perhaps the first to write about sausage. One of his hits was entitled: "Orya" or Sausage.

DO YOU KNOW how to give sales appeal to BOLOGNA?

Bologna, sausage and other ready-to-serve meats have appetite-whetting sales appeal when displayed in attractively printed Bemis Cloth Bags. Yes, sales go up, but that's only part of the

story. Bemis Cloth Bags save packing costs because they are so easy to fill. There is only one end to close...bottoms fill out readily. Write today for full information and free samples.



BEMIS BRO. BAG CO.

420 Poplar Street, St. Louis, Mo.

OFFICES: Boston • Brooklyn • Buffalo
Chicago • Denver • Detroit • East
Pepperell • Houston • Indianapolis
Kansas City • Los Angeles • Louisville
Memphis



Minneapolis • New Orleans • New
York City • Norfolk • Oklahoma City
Omaha • Peoria • Pittsburgh • Salina
Salt Lake City • San Francisco • Seattle
Wichita

Afral

CURE

"HONEY-SWEET" SUGAR CURE

CONTAINS THE NECESSARY AMOUNT OF
ESPECIALLY PREPARED SUGAR, AND NO SALT

Most Unusual Color _____

Fine, Sweet Flavor _____

Longest Preservation _____

of Cured Sausage and S. P. Meat _____

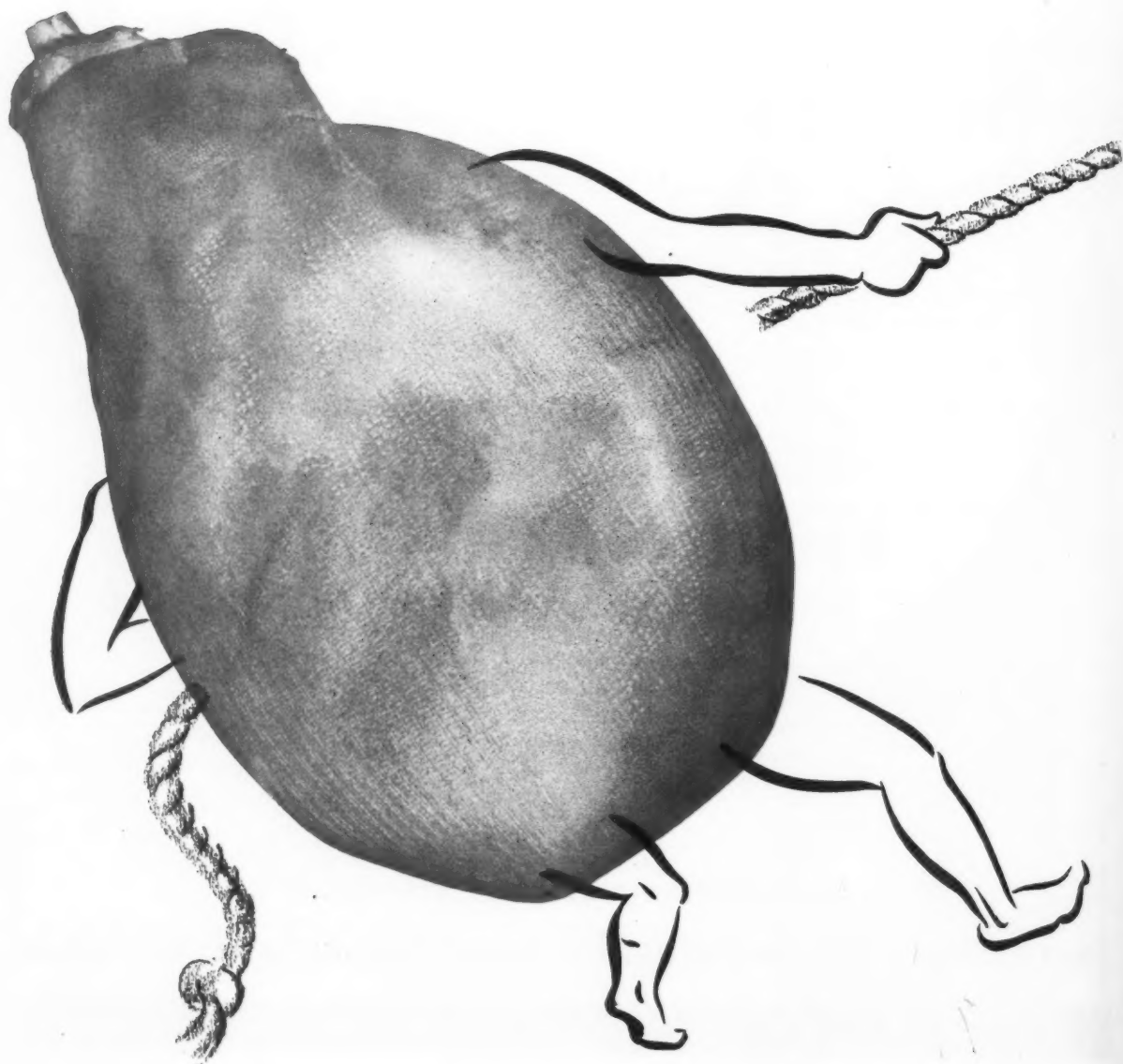
AFRAL CORPORATION

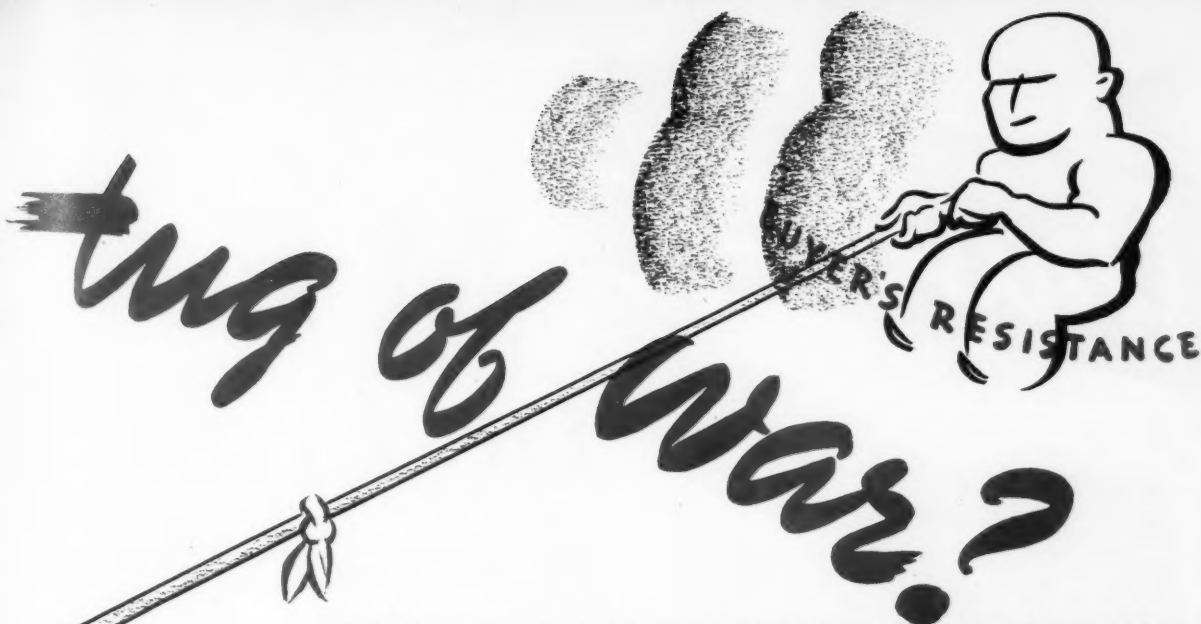
601 WEST 26th ST., NEW YORK CITY

Manufacturers of Afral Vitamin D

Seasonings - Dry and Liquid ★ Sugar Seasoning Compounds

CAN YOUR HAMS WIN THE





Already your product is beginning to feel the buyer-resistance that always develops when prices go up. By all indications, prices will go higher before they come down. Now is the time to prepare for this upward trend.

In such a market your product has got to be good . . . and it can't be over-priced. The NEVERFAIL 3-Day Ham Cure helps you both ways.

First, it always produces hams that are mild, tender and tasty . . . rich in that old-fashioned, full-bodied, genuine ham flavor, plus an aromatic fragrance imparted exclusively by the NEVERFAIL 3-Day Ham Cure.

Second, this Cure enables you to keep prices down by lowering your cost of production. It shortens the time between live hog and meat retailer . . . saves curing cellar space and equipment, requires less capital for volume production.

These are facts proved by the experience of leading ham packers. Let us show you with a demonstration in your own plant. Write us!



FOR DEFENSE

Defense means food as well as guns. Mayer's Seasoning and Curing Materials do their bit by stimulating the consumption of health-rich meats.

"The Man Who Knows"



"The Man You Know"

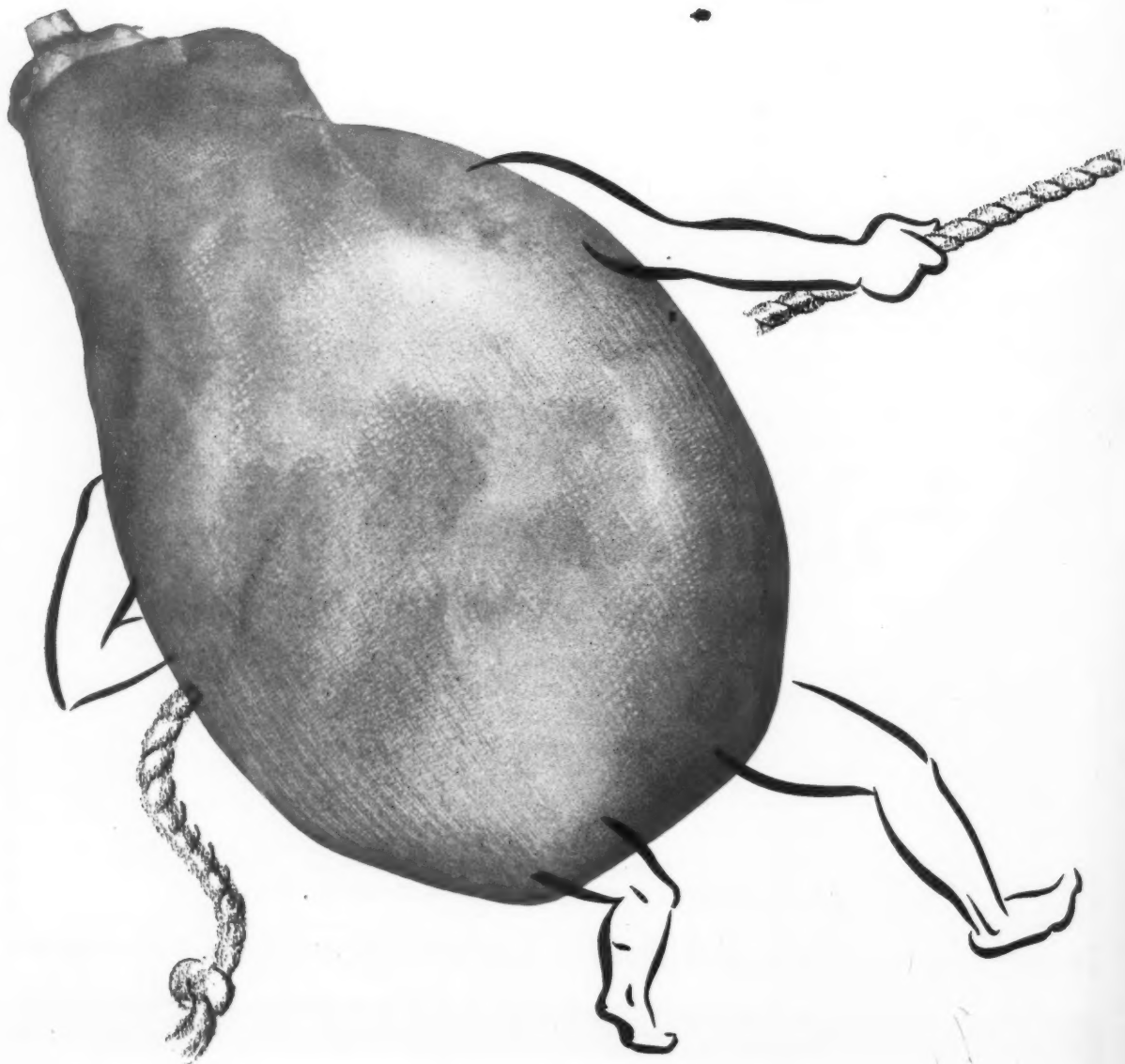
NEVERFAIL
Pre-Seasoning
**3 day
HAM
CURE**

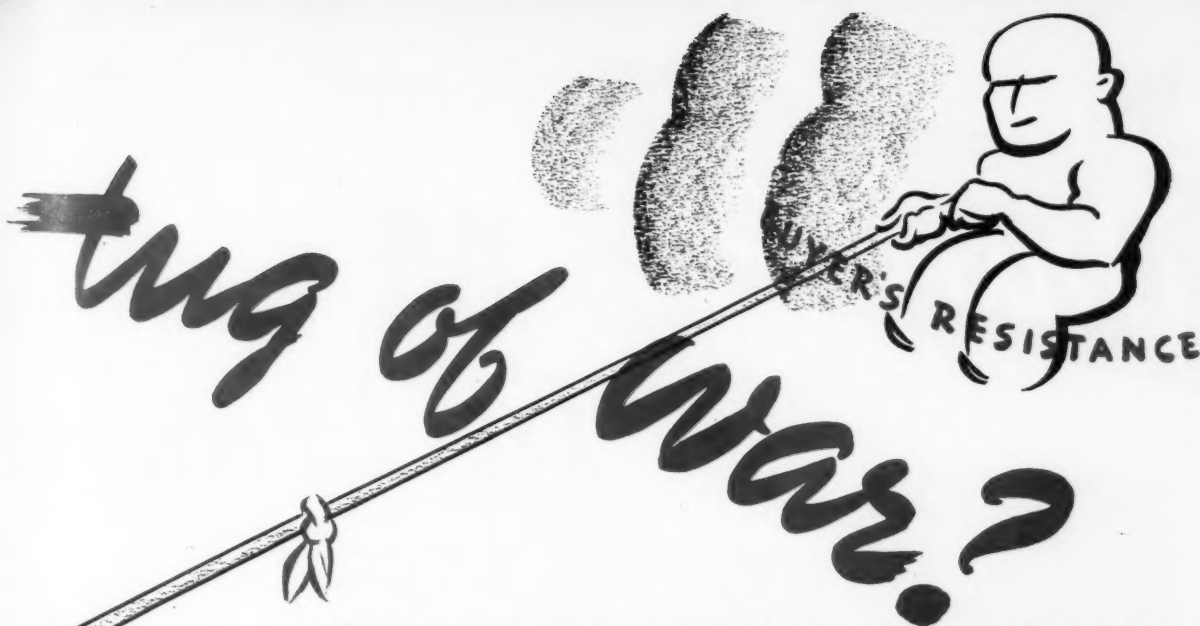
H. J. MAYER & SONS CO.

6819-27 S. Ashland Ave., Chicago, Illinois

Canadian Sales Office: 159 Bay St., Toronto Canadian Plant: Windsor, Ontario

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Pre-Seasoning
3 day HAM CURE

H. J. MAYER & SONS CO.

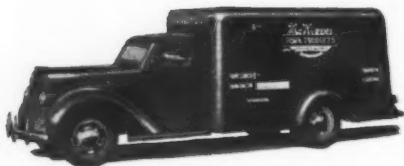
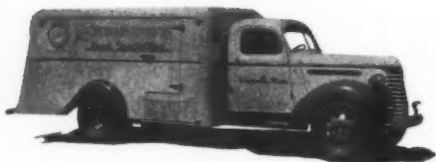
6819-27 S. Ashland Ave., Chicago, Illinois

Canadian Sales Office: 159 Bay St., Toronto Canadian Plant: Windsor, Ontario

Protect-

MEAT

In Transit!



These truck users know by experience that DOLE "HOLD-OVER" TRUCK PLATES give Maximum Refrigeration Efficiency.

Keep meat products in perfect condition, from plant to retailer—a cooler on wheels.

Insure even temperatures at lowest possible cost, save space and time . . . easy to charge overnight while truck is not in operation.

Easy and inexpensive to install—Dole Plates pay for themselves in a short time.

If your trucks are not Dole equipped it will pay you to investigate Dole's modern type of refrigeration. Get the facts and you'll equip with Dole Plates.

Dole Plates are also invaluable for Fast Freezing and Sharp Freeze Rooms.



**Wise buyers will order now
to assure delivery later.**

FOR COMPLETE INFORMATION
AND CATALOGS
WRITE DEPT. NP-1041

DOLE REFRIGERATING COMPANY
5910 North Pulaski Road • Chicago, Illinois

NEW YORK BRANCH, 601 W. 26th STREET, NEW YORK CITY

Now...a New Casing for Liverwurst*

that helps you eleven ways

LATEST *Pliofilm* achievement is the new Naturalux non-porous casing for liverwurst. It embodies so many outstanding improvements, packers will find it something to cheer about.

The Naturalux *Pliofilm* casing is applied in the same way as ordinary casings, but without wetting or washing. Being non-porous, the Naturalux affords protection against shrinkage insuring higher yield than any other casing! It retards mold, slime and fungus growths, even when held for long periods. And the *Pliofilm* moisture-airtight seal keeps in all the meat's inherent juices, vitamins and flavors.

Naturalux *Pliofilm* casings can be used for all fresh sausages which are cooked and preserved. For further information,

**Also: Tongue Roll, Head Cheese, Yacht-Wurst, Chicken Loaf or Sausage, Fish Sausage and many other products.*

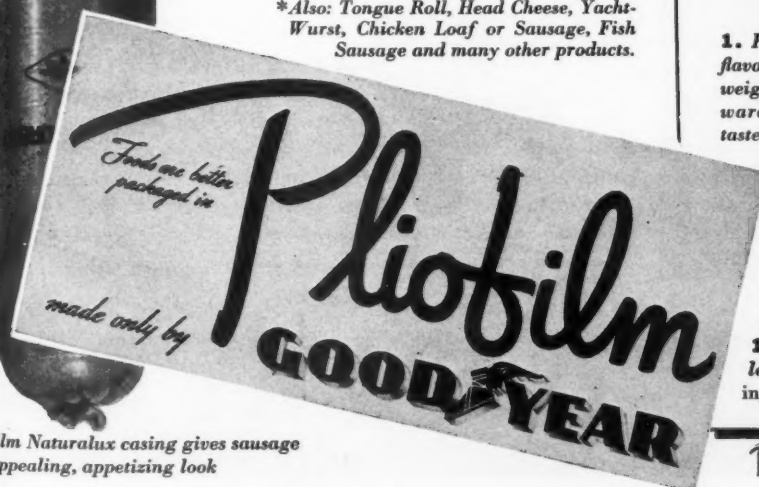


Easily sliced

write *Pliofilm* Sales Department, Good-year, Akron, Ohio—or the manufacturer, Naturalux Products Corp., 444 12th Street, Brooklyn, N. Y.

NO OTHER CASING HAS THESE ELEVEN ADVANTAGES

1. Prevents darkening. 2. Seals in flavor, vitamins, juices. 3. No loss of weight in cooking; no shrinkage afterwards—higher yield. 4. Uniform taste, size and capacity. 5. Retards mold, slime, fungus growths, hard crust, colloidal film. 6. Casing itself does not spoil, nor develop offensive flavors and odors. 7. Encloses meat tightly, but doesn't pinch. 8. No distortion of surface. 9. Withstands reasonable processing temperatures. 10. It can be imprinted with a clear, legible label. 11. You use ONE casing only—to stuff, cook and preserve.



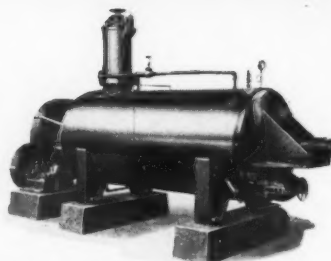
Pliofilm Naturalux casing gives sausage eye-appealing, appetizing look

Pliofilm—T. M. The Goodyear Tire & Rubber Company

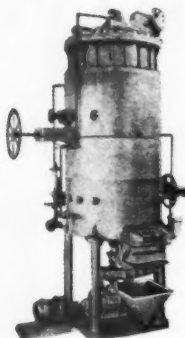


DRIP RENDERED LARD COOKER

Up to this time lard has been prepared without successfully concentrating attention on the possibility of improving the quality and uniformity of the product through rendering and refining. In the French Drip System, fats to be rendered are loaded into the top section where the lard is rendered out of the fat, and immediately drained through a perforated strainer plate into the bottom section of the cooker. In the lower section, the lard is instantly treated and refined with activated carbon and moisture extracted under vacuum. When rendering is completed, the refining operation is completed also, and lard is ready to be filtered and chilled.

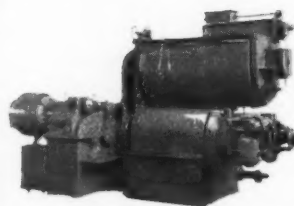


FRENCH HORIZONTAL COOKER—Steel plate construction, all welded. Made in sizes to fit all needs, for jacket and internal pressures up to 100 lbs. Meets A.S.M.E. specifications.

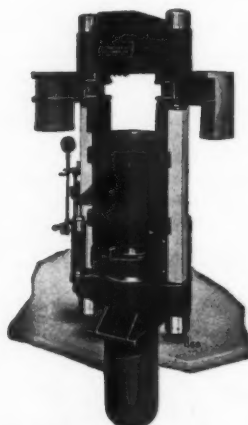


FRENCH VERTICAL COOKER—With built-in Percolator Receiver or Sub Kettle. Either edible or inedible rendering.

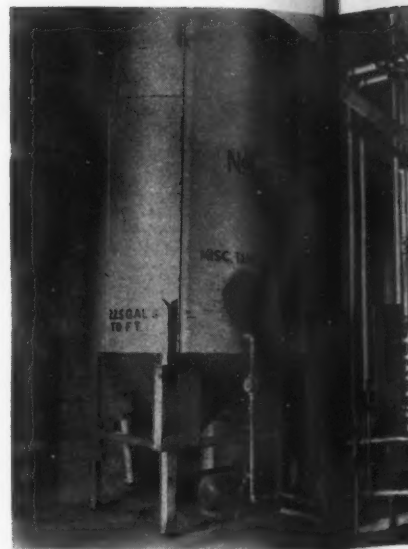
Sectional construction of special all non-rusting metal. Maximum efficiency in every capacity.



FRENCH MECHANICAL SCREW PRESS—As perfect as modern engineering can produce. Large capacity gives low operating cost per ton of material pressed. Rigid and rugged. The ideal unit for mechanical pressing operations.



HYDRAULIC CURB PRESS—The only press with floating heated curb. Gives increased yields at no increase in operation cost. Unusually heavy construction and long life.



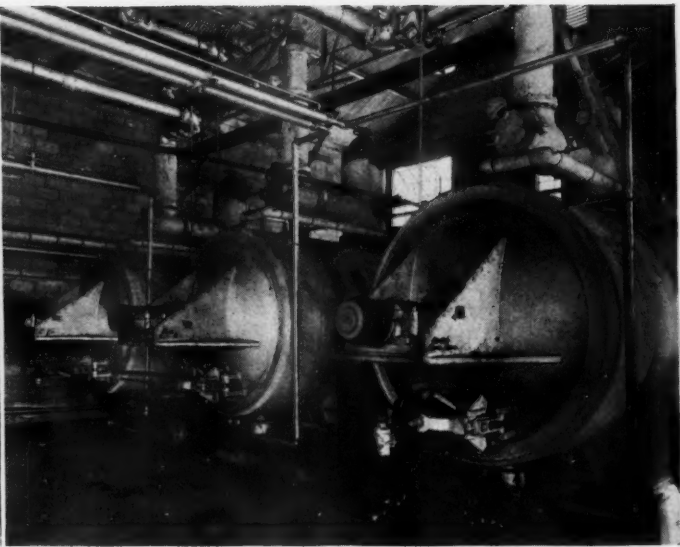
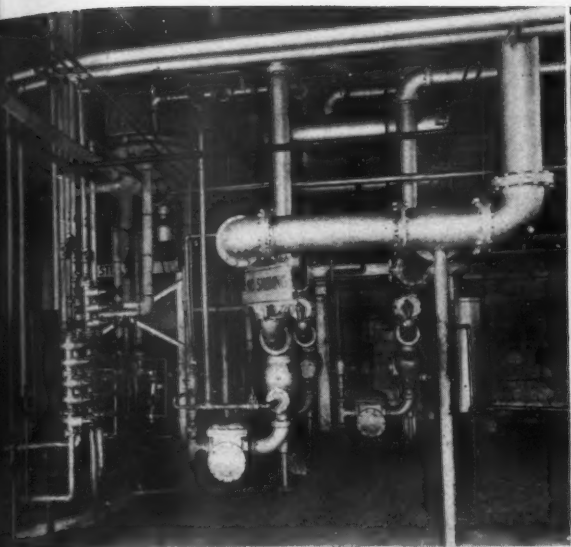
FRENCH IN

FOR DRY RENDERING FOR

French Dry Rendering Equipment, designed and constructed according to French standards, is the finest that modern engineering has produced in this field. And not only are individual French units of higher quality, but overall efficiency is substantially higher because units are engineered to form a perfect working combination. Whether your requirements are confined to replacement of less efficient single units, or complete conversion to French equipment, you can be sure that your intermediate results will be definitely better and your final savings substantially higher if you follow French recommendations.

FRENCH OIL MILL MACHINERY

FRENCH MACHINERY — ALWAYS ENGINEERED FOR



CH INEDIBLE RENDERING SYSTEMS

ERING FOR SOLVENT EXTRACTION

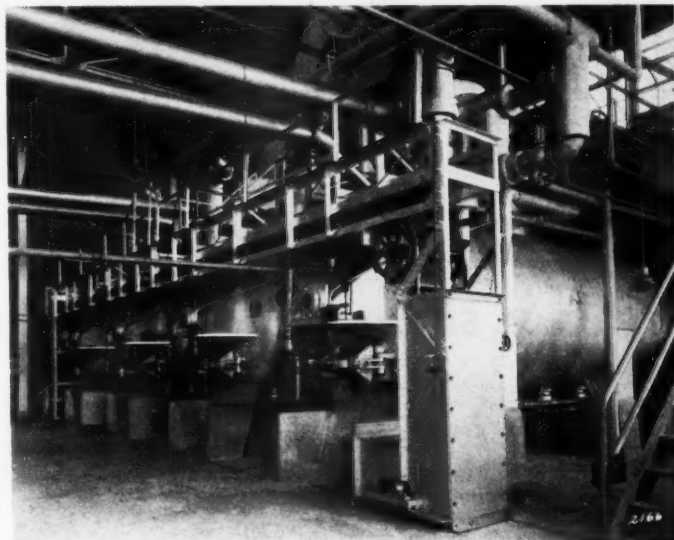
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The greatest strides in modern inedible rendering were made with the introduction of French Solvent Extraction Units and the perfection of the French Solvent Extraction Method.

The French solvent method gives substantially higher grease extraction with minimum solvent losses. The system is completely sanitary, definitely foolproof, and economical and profitable to operate. Finished cracklings produce higher prices because of higher protein percentage.

French equipment can be engineered to produce a system that requires no manual handling of product during processing, or can be combined with present equipment under modified manual methods if so desired. Construction is sturdy, dependable and trouble-free.

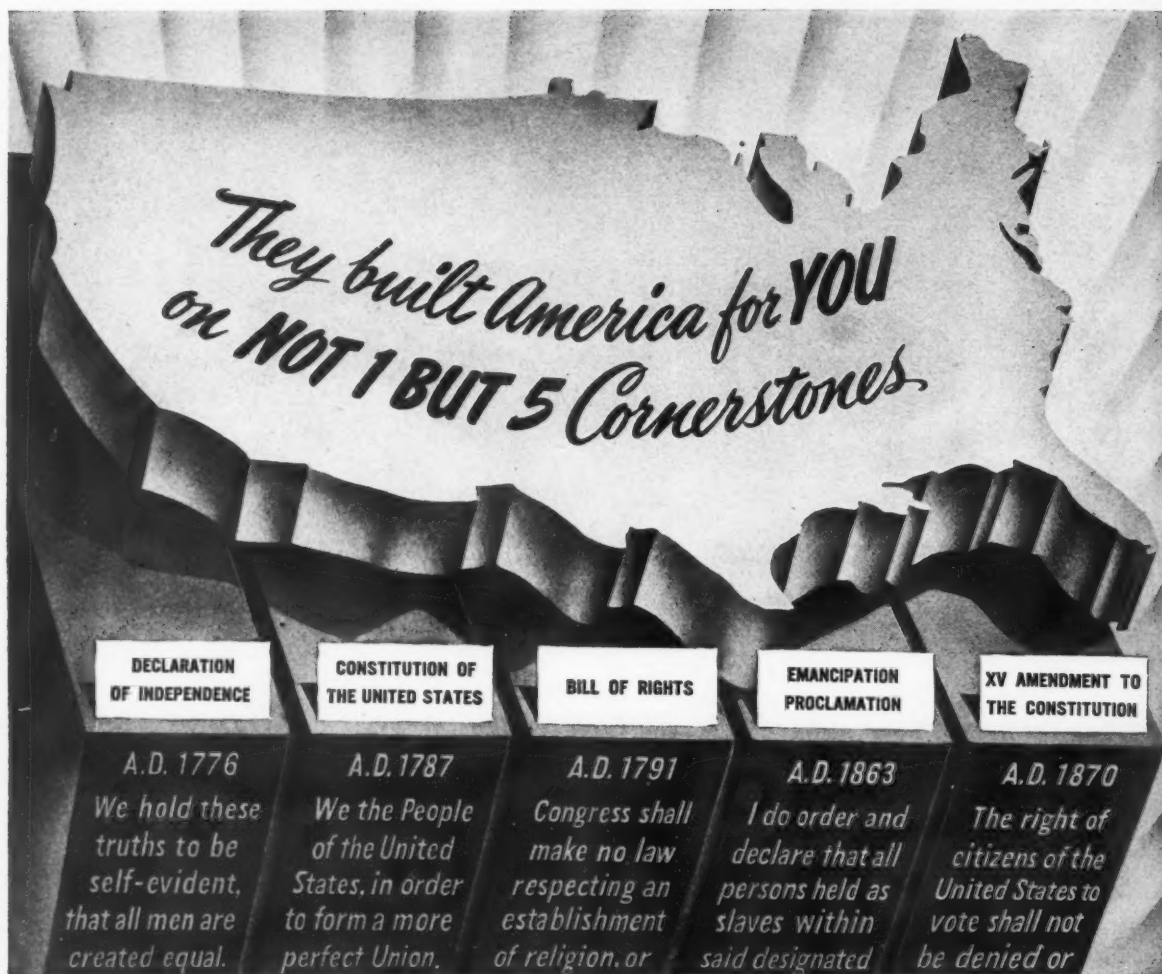
The French field man is thoroughly practical and well versed in modern methods. And because we make ALL types of rendering equipment, you can be sure that his recommendations will be completely unbiased, adequate to solve your problem under the best possible methods for your plant and circumstance. *Let him analyze your needs and make recommendations!*



VIEWS OF TWO TYPICAL SOLVENT EXTRACTION PLANTS

Illustration at top shows a complete French Solvent Extraction system installed in rendering plant of Valley Chemical Co., Mt. Pleasant, Mich. Lower installation is at Chemical Products Co., Cincinnati, Ohio.

CHINERY CO., PIQUA, OHIO
FOR LIFETIME SERVICE REGARDLESS OF COST



YOUR U. S. A. HAS ALWAYS DEPENDED ON NOT 1 BUT 5

MAKE AMERICA STRONG. That was the job of the men who planned this country. Keep America strong. That's your job. They did a grand job then... you're doing a great job now...

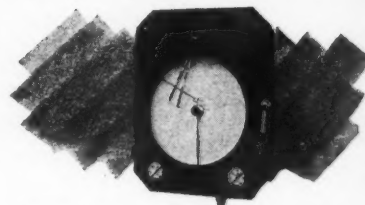
America's worth protecting. It's so *rightly* built. This nation stands solid on five cornerstones of freedom... *not one* cornerstone, but *five*. We demanded the right to be free, and dared to declare our everlasting Independence. We wanted a workable plan to secure the Blessings of Liberty, so we wrote ourselves a Constitution. We wanted to guard and shield these liberties, and added the Bill of Rights. We wanted freedom for *all* Americans, so we issued a Proclamation of Emancipation from slavery. We knew that all free men must have the right to vote, so we guaranteed that right by the Fifteenth Amendment. The U. S. A. you love today depends on not one but five.

In times like today, a company like Taylor is just like the rest of America. It so happens that here at Taylor Instrument Companies we have some special skills, some extra experience, some engineering knowledge, some materials that

Uncle Sam thinks pretty useful. He's using them. Naturally, these new activities have changed the normal picture. We have had to postpone, for the time being, some of our ordinary activities. You understand. Everybody's at work defending us all—we're on "the big job" with you.

Taylor Instruments have always been essential to American Industry. Perhaps they are more essential than ever today, because so many of the industries essential to defense are relying on Taylor. Precision processes are speeded up—with Taylor Instruments. Absolute accuracy is safeguarded—by Taylor Instruments. Taylor's "automatic watchfulness" is releasing skilled workers for other work.

How can Taylor be of most use to *you* now? What we know about instruments is yours for the asking—no strings attached. Perhaps we can make suggestions that will increase the efficiency of your whole instrument set-up. We want to give you that service. Call on us plenty, and often. Our job is to help you do *your* job better. Taylor Instrument Companies, Rochester, N. Y. Also Toronto, Canada.



The New Taylor Folscope Controller protecting America's production with not 1 but 5 forms of control



Taylor

Indicating / Recording / Controlling

**TEMPERATURE, PRESSURE, FLOW
and LEVEL INSTRUMENTS**

This \$15 Truck Bunker...



THIS SYSTEM ASSURES YOU

1. Constant refrigeration.
2. Immediate availability.
3. Lightness in weight.
4. Operation only when the doors are closed, thus refrigeration is not wasted while doors are open.
5. No danger of mechanical failure.
6. Flexibility for all outside temperature requirements.
7. No costly replacements.
8. No high depreciation or amortization charges.

...WILL CONVERT YOUR INSULATED TRUCKS
INTO REFRIGERATED PEDDLER UNITS
(\$20 for Transport Units)

Give your meat products the advantages of dependable refrigeration plus beneficial CO₂ bloom protection by the application of this new and approved type "DRY-ICE" truck bunker for peddler trucks. Write your nearest distributor for more complete details about economical "DRY-ICE" refrigeration.

PURE CARBONIC

INCORPORATED

General Offices: 60 EAST 42nd ST., NEW YORK, N.Y.

NATION-WIDE "DRY-ICE" SERVICE—DISTRIBUTING STATIONS IN PRINCIPAL CITIES

PRAGUE

Registered U. S. Patent Nos. 2054623, 2054624, 2054625, 2054626



We advise the use of Prague Powder and Prague Powder Pickle for the "short-time cure." Prague Powder Pickle penetrates to the bone and into the bone and creates a lively, mild, natural ham taste.



1 Industrial St., Leaside, Toronto 12, Ontario, Canada



37-47 Empire Street, Newark, New Jersey

Mr. Packer: You have found that most of your friends are using PRAGUE POWDER as their cure. You have found them following the Griffith methods and the "Short Time Cure." You have found that artery pumping methods are making strong headway. You are convinced that "Prague Powder Cure," using Prague Powder pickle for pumping, is extending its way into every ham curing establishment. Prague Powder is fast taking the place of raw nitrite and raw nitrate. Prague Powder is a PRE-PREPARED DRIED PICKLE. The action as a cure is rapid, mild and mellow. We believe it is better for all purposes. If a "Tender, Ready-to-Eat Ham" or a "Tender Smoked Ham" finds a better market at a better price, we say it would be better for every packer to choose the "Prague Powder Cure" for flavor. Every hog that goes across your wheel should show a profit at the end of your sales sheet. It requires good judgment and careful operators to keep this sheet out of the red—many times you are forced to cut corners. We say "produce only the best ham possible." Give it the most pleasing natural ham flavor. Make the style right and your production line will run at top speed.



Our Prague Powder cure leads the way. Most packers now use artery pumping method and Prague Powder Pickle for Pumping and Prague Dry Rubbing Mixture (on page 16, Prague booklet). We are proud of the Prague cures. The Griffith Laboratories have a group of well trained men who know the packer's problems. It is no burden for us to help carry your load. If a research problem confronts you, ask for help.

We serve from Chicago, Newark and Toronto, Canada.

We believe in America's future.

We have built large establishments to make possible better service to you.

We appreciate your consideration.

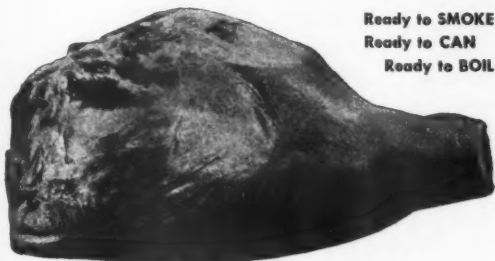
We acknowledge your help and we intend to give service free to all who ask our advice.

THE GRIFFITH LABOR

EASTERN FACTORY: 37-47 EMPIRE ST., NEWARK, NEW JERSEY

POWDER

ONE PAGE FULL OF INFORMATION

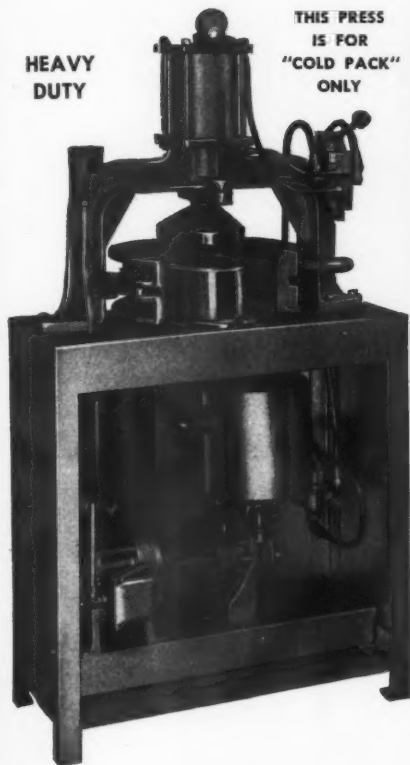


Ready to SMOKE
Ready to CAN
Ready to BOIL

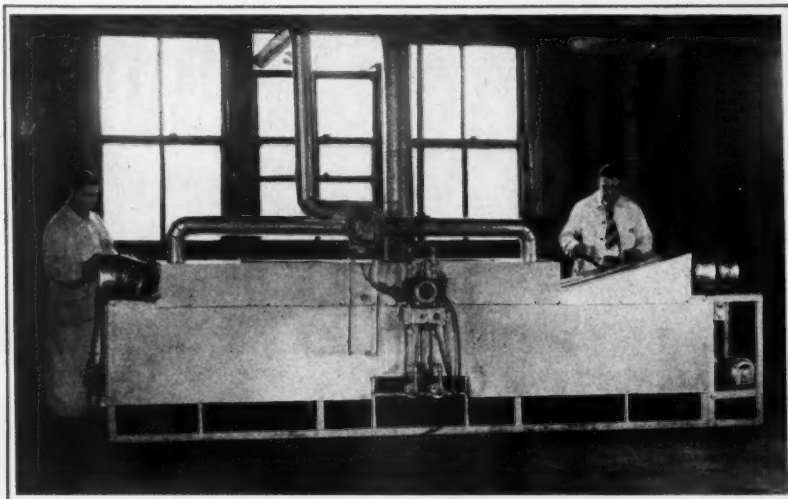
We believe a Prague cured ham, canned direct from the cellar pickle cooked to 152 degrees in the can, will have a better flavor. We tell you it is practical to operate on this basis. It reduces cost of operation. For canning, the "Prague Powder Pickle Method" is O.K. Our "Cold Pack" ham is O.K. It is Sweet and Tender.



HEAVY
DUTY



THIS PRESS
IS FOR
"COLD PACK"
ONLY



This Oil Vacuum Machine has two objects in view:

1. To draw a high or complete vacuum;
2. To heat the can to a high degree and force out the air and with it a limited amount of steam.
3. It sterilizes the interior of the can and the outside of the ham.

Griffith's Oil Vacuum machine is practical for pre-cooked or Cold Pack Hams. It was demonstrated at the Convention. It is now available. Vacuum Rings and Vacuum Hoods are not to be discarded—but this idea's valuable, giving a sterilizing effect.

**ATORIES • 1415-1431 WEST 37th STREET
CHICAGO ILLINOIS**

CANADIAN FACTORY AND OFFICE: 1 INDUSTRIAL STREET, LEASIDE, TORONTO 12, ONTARIO

ANNOUNCING THE FINEST FORD TRUCKS EVER BUILT



POWER MATCHED TO YOUR JOB

● INTO THE 1942 TRUCKS Ford has built a larger measure of dependability, economy and reliability than ever before. It is the most extensive line in Ford history, built to take care of more than 95% of all hauling jobs.

From the power range provided by the new Ford 90 hp 6-cylinder engine, the two famous Ford V-8s, and the Super-Economy "4," you can select a Ford engine that is *Power-Matched* to your particular job.

Ford engineering and research have contributed vitally important improvements in the new Ford Trucks. You can depend on them to handle your toughest jobs and meet your most exacting delivery schedules.

The 1942 Ford Trucks, reflecting 38 years of Ford manufacturing experience, are the finest Ford Trucks ever built. Let your Ford dealer determine your requirements and specify the right Ford Truck for your job.

- ✓ 4 GREAT ENGINES
- ✓ 126 CHASSIS and BODY COMBINATIONS
- ✓ 6 WHEELBASES
- ✓ ALL-NEW 114-INCH COMMERCIAL CAR CHASSIS
- ✓ For 1942—a New High in PERFORMANCE and even GREATER ECONOMY



Built to work—to last—to save—

THE STRONG LINK



**IN THE CHAIN
OF PROTECTION**

The weakest link in many plants using refrigeration is the worn-out or poorly-chosen doors. Of what use are the best insulated walls and the most efficient refrigerating machine, if the doors fail in operating and insulating efficiency?

Why gamble your products, your profits and your reputation on anything less than JAMISON-BUILT DOORS? THEY COST NO LESS!

Every JAMISON-BUILT DOOR gives you the certainty of satisfaction which results from our experience as the oldest and largest manufacturers—devoting 100% of our effort and our facilities to solving the door problems of refrigeration users.

Jamison Standard
Track Door. See
Bulletin 124.



Consult nearest branch or address
JAMISON COLD STORAGE DOOR CO.

Jamison, Stevenson and Victor Doors

HAGERSTOWN,

MARYLAND

Be Sure

to see and talk to the
Fearn representative
during October and
November for unusual
fall and winter items.



Fearn Laboratories, Inc.

Manufacturers of Fine Food Specialties

701-707 N. Western Ave.

Chicago, Ill.

Adelmann



Determine your course for 1941 **NOW**

Priorities—allocations—defense requirements—make it impossible to procure materials essential for Ham Boilers. We have been compelled to desist in the manufacture of Cast Aluminum Ham Boilers, except repair parts, because of the scarcity of this metal.

Our stocks of Tinned Steel and Nirosta (Stainless) Steel Boilers while substantial yet, are probably irreplaceable for similar reason. We urge, therefore, that you review your potential needs now, and place orders while still available.

Meanwhile, our production facilities have been diverted to national defense needs, as our effort to aid Uncle Sam in his present emergency.

HAM BOILER CORPORATION

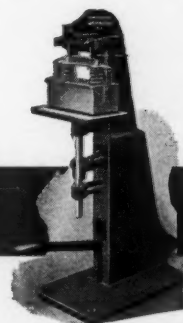
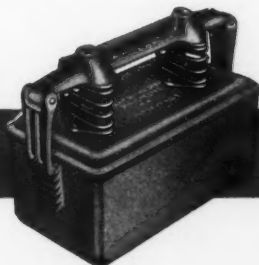
Office and Factory - Port Chester, N. Y. • Chicago Office - 332 S. Michigan Ave.

European Representatives: R. W. Bollans & Co., 6 Stanley St., Liverpool & 12 Bow Lane, London

Australian and New Zealand Representatives: Gollin & Co., Pty. Ltd., Offices in Principal Cities

Canadian Representative: C. A. Pemberton & Co., Ltd., 189 Church St., Toronto

1916 - Our Twenty-fifth Anniversary - 1941



Harvest a Bumper Crop of Sales with Sylvania SYLPHCASE* and SYLPH-THIN* Casings

It's always "Harvest Time" with SYLVANIA SYLPHCASE and SYLPH-THIN casings in the sales of packaged meats.

Increasing all year round demand for SYLPHCASE and SYLPH-THIN casings for various kinds of meats — hams, loaves, sausages, bolognas, etc., indicates their universal acceptance by packers.

With increased production, and these newer types of casings, the packer is assured of modern and efficient results in his packaging problems.

Through the operation of our own printing plant and art department, SYLPHCASE and SYLPH-THIN printed casings furnish compelling advertising for your products.

You can depend upon SYLVANIA SYLPHCASE and SYLPH-THIN casings for uniformity, visibility, strength and sales assistance.

Copr., 1941, Sylvania Ind. Corp.

Reg. U. S. Pat. Off



SYLVANIA INDUSTRIAL CORPORATION

SYLPHCASE DIVISION

Executive and Sales Offices: 122 E. 42nd St., New York — Works: Fredericksburg, Va.
Division Office: Chicago, Ill., 427 W. Randolph Street

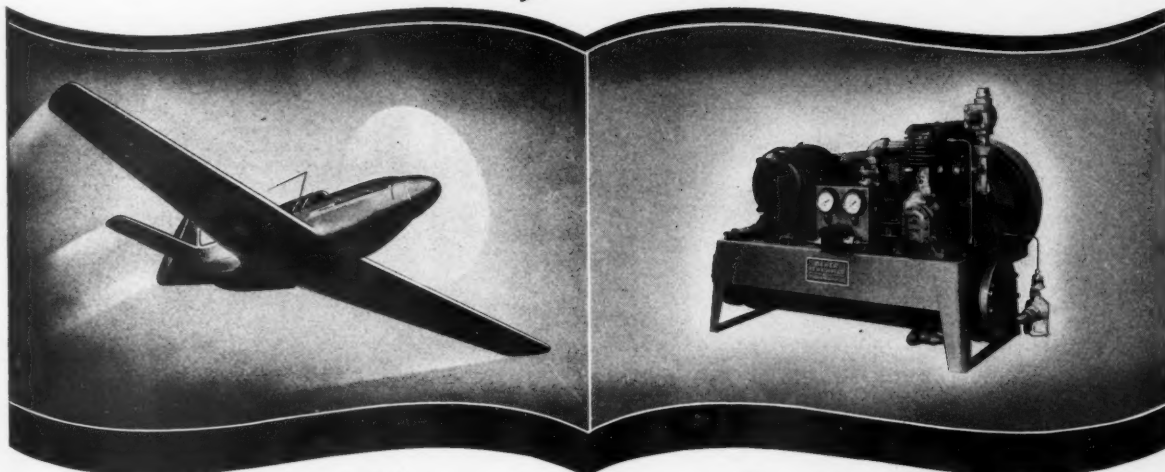
Other Branches or Representatives

ATLANTA, GA.	78 Marietta Street	PHILADELPHIA, PA.	260 South Broad Street
BOSTON, MASS.	201 Devonshire Street	DALLAS, TEX.	812 Santa Fe Building
CANADIAN AGENT—Victoria Paper and Twine Co., Ltd.—TORONTO—MONTREAL—HALIFAX			



KEEP 'EM

Flying!



In the Sky

In the Plant

Install BAKER Equipment for Dependable, Low-Cost Refrigeration

● Keeping packing plants operating at peak efficiency is just as essential to the winning of this war as keeping airplanes rolling off the assembly line and into the sky.

The importance of proper nutrition for both soldiers and civilians as a National Defense measure has not only been recognized but strongly emphasized by the Federal Government.

It is doubly essential, therefore, to keep packing plant refrigeration equipment functioning at peak efficiency; to eliminate costly delays due to frequent servicing, repairs, or adjustments; and to secure the lowest possible operating cost.

BAKER Refrigeration meets all these requirements. Perfect balance, honed cyl-

inders, full force feed lubrication, Timken roller bearings, precision manufacture, and finest materials for every part have made BAKER world-famous for unusually efficient, low-cost, trouble-free operation. BAKER'S equipment also offers many other important advantages including unusually small floor space requirements; quick, easy installation; and complete range of sizes.

Get full details regarding BAKER Refrigeration by writing, wiring or phoning today.

BAKER ICE MACHINE CO., INC.

1514 EVANS ST.

OMAHA, NEB.

Sales and Service in Principal Cities



BAKER ICE MACHINE CO., INC.

AUTHORITY ON MECHANICAL COOLING FOR 35 YEARS

Insulation in PERFECT CONDITION after Nine Years of Service



9-Year old "reefer" of Arrowhead Freight Lines being dismantled by Drayer & Hanson, Inc., Los Angeles body builders.

DRY-ZERO re-installed in new body after over 1,000,000 miles of operation

A million miles of jolting, shocking, truck travel in all weather conditions would ruin almost any insulant. Yet after nine years of such punishment, this Dry-Zero Insulation was found light and dry—in such perfect condition that it was re-installed in another body.

Dry-Zero Insulation has been established under test as the most efficient commercial insulant known. What's more, it is by nature water repellent (non-hygroscopic) and neither absorbs moisture nor holds it by capillary at-

traction. Properly installed, Dry-Zero Insulation retains its efficiency for the life of one body after another.

Dry-Zero weighs approximately 1½ oz. per board foot. This light weight—one-seventh that of commercial corkboard—adds a substantial amount to your payload capacity or reduces operating costs. In addition, Dry-Zero is remarkably free from settling, rotting, disintegration, or absorption of odors. Write, Dry-Zero Corporation, 222 North Bank Drive, Chicago; or 60 E. 42nd St., New York.



3 OUT OF EVERY 4 INSULATED TRUCKS USE

DRY·ZERO Insulation



Here's how the Dry-Zero Insulation looked when it was removed from the trailer body. It had remained dry and efficient, and there was no sign of deterioration or settling.

5 FAMOUS BRANDS OF POLISH HAM

Now made in America by
EXPERTS FROM POLAND



Do you remember Polish Ham? You will find the same famous flavor in the canned hams made in America by experts from Poland and offered by the **DELEGATION OF MEAT PACKERS OF POLAND, INC.** Look for these five famous brands of Boneless, Skinless Canned Hams now being sold through the largest meat and wholesale grocery dealers in the country.

SIX AUTHORIZED DISTRIBUTORS

CANADA PACKERS, Inc.
2 Broadway, New York City

R. E. D. Brand

EASTERN SAUSAGE & PROVISION CO., Inc.
336 Greenwich Street, New York City

B. E. G. Brand

GRAVENHORST & COMPANY
82 Beaver Street, New York City

MELLO Brand

POLISH HAM FOUNDERS, Inc.
166 North Peoria Street, Chicago, Illinois

POLONIA Brand

POLISH HAM IMPORT COMPANY
1921 East Ferry Avenue, Detroit, Michigan

MELLO Brand

JOHN THALLON & COMPANY
8 Broadway, New York City

BATORY Brand

DELEGATION OF MEAT PACKERS OF POLAND, INC.

17 STATE STREET

NEW YORK CITY





WAR

this too, shall pass away

Another good thought
passed on by



"The World's Model Paper Mill"

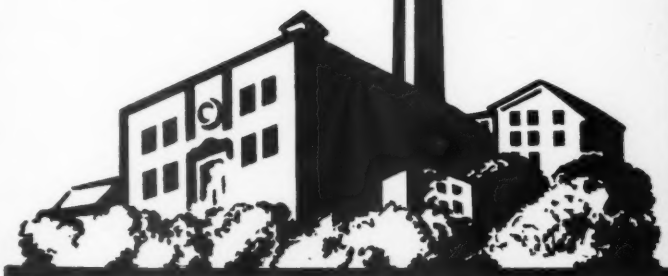
MAKERS OF

**PAPERS
for
PACKERS**

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT • KALAMAZOO • MICHIGAN

KVP

papers for packers



THE WORLD'S MODEL PAPER MILL

KALAMAZOO VEGETABLE PARCHMENT CO.
PARCHMENT • KALAMAZOO • MICHIGAN

SMOKED AND COOKED
MEAT WRAPPERS

SLICED BACON WRAPPERS
AND HOTEL PACKS

WRAPPERS FOR FRESH
PORK LOINS AND BUTTS

LARD CARTON LINERS

WRAPPERS FOR GREEN HAMS
AND BELLIES FOR THE FREEZER

INNER COOKED
MEAT WRAPPERS

SPICED HAM CAN LINERS


TAMALE WRAPPERS

BARREL LINERS

HAM JACKETS

BOX LINERS





**"GOING THROUGH
THIS STANGE PLANT
SURE OPENED
MY EYES."**

"I never fully realized until now what 'Laboratory Control' really means. It's no wonder Stange seasonings are so uniform in flavor when you see how painstaking they are in that laboratory, to make sure that every solitary ingredient meets the same standard in character and intensity."

"That's right, Frank. They're swell people to do business with, too. I'm one of their smallest customers, I guess, yet they treat me as if I were their biggest. That extra service and attention means a lot to a small business like mine."

The latch-string is always out at the Stange plant and you are invited to visit us whenever you are in Chicago. Take a trip through our warehouses and see for yourself the vast stores of the world's finest spices . . . visit the laboratory and appreciate the care and precision behind the manufacture of Stange Seasonings and Certified Food Colors. Then you too, will know how true 'Laboratory Control' is achieved. Users of Stange products, of course, know already what 'Laboratory Control' means in terms of better products, finer flavor, and more sales.

PEACOCK BRAND CERTIFIED FOOD COLORS

Bulk — Tablets — Exact Weight Pliofilm

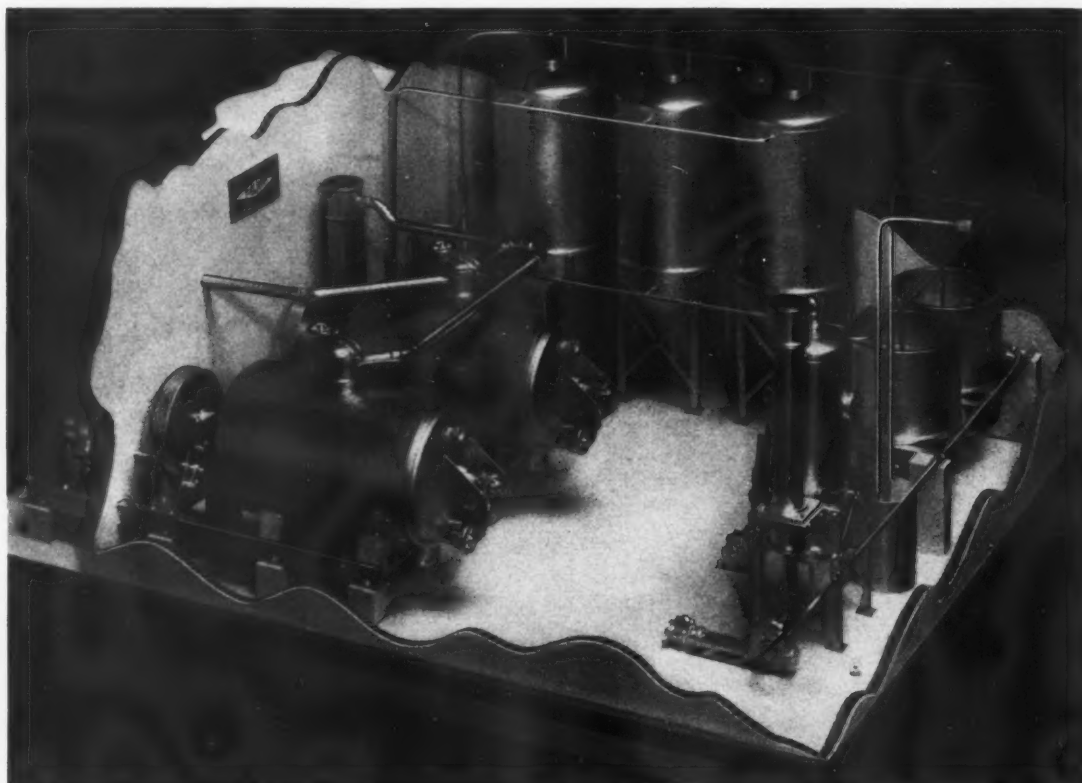
Bags in 2 Gram to 1 Ounce

WM. J. *Stange* COMPANY

2534-40 W. Monroe St., Chicago

923 E. Third St., Los Angeles

1250 Sansome St., San Francisco



TALLOW..... PROTEIN.....

A YEAR AGO04
TODAY08

A YEAR AGO 60-62
TODAY . . . 1.15-1.20

Plants using the Rujak Solvent System are getting maximum returns by producing cracklings with only 3 per cent fat content. When the fat content of cracklings is reduced, the protein content is raised.

You can profit both ways by installing a Rujak Solvent Plant.

We build the most complete line of rendering equipment.

We are now shipping 15 cars of equipment to the Dominican Republic for their complete new meat packing plant.

THE JOHN J. DUPPS CO.

MEAT PACKERS AND
AMERICAN BLDG.



RENDERERS' MACHINERY
CINCINNATI, OHIO

PROTECTIVE PACKAGING

Another Important Diamond Crystal Advantage

*Here's why
Protective Packaging is
important to Meat Packers:*

No matter what type of salt pack you prefer, you benefit by Diamond Crystal's advanced methods of "protective packaging." For example, our multi-wall paper bag is exceptionally moisture-proof and it's dirt-proof, too. Its zip-top stays sealed until you open it. Barrels and cotton bags, also, are lined with moisture-proof and dirt-proof paper liners. With any Diamond Crystal container, you get your salt with the maximum of protective packaging—and that means dryness, freedom from lumps, and cleanliness!



May We Help You?



• Are you using the right grade and grain of salt? . . . the right amount? . . . and is it meeting your requirements 100%? Are you having production troubles that might be traceable to salt?

If you wonder, why not let an experienced member of our Technical Service Department eliminate the guesswork? Just write to: Director, Technical Service, Diamond Crystal Salt Co., Inc., St. Clair, Michigan. Our 50 years' experience in the salt business is at your command.

**MAKES GOOD FOOD
TASTE
BETTER!**



DIAMOND CRYSTAL Alberger **SALT**
Process

THE PROOF IS HERE...

that age has little or no effect
on the high insulating efficiency of
J-M ROCK CORK

Twenty Years "Young"!

*New
This
Year!*

TWENTY YEARS, now, since the first installation of J-M Rock Cork in this plant*. Yet its insulating efficiency is still at top levels . . . shows no sign of decreasing with age. No wonder that Rock Cork was selected to insulate a cold-room extension added this year!

What characteristic of Johns-Manville Rock Cork makes such a record possible? Simply this—its basically mineral composition.

Because of this composition, Rock Cork is virtually imperishable, rotproof and verminproof. It is highly resistant to the infiltration of moisture . . . direct cause of most refrigerating-insulation failures. And Rock Cork is chemically inert—odorless in itself, incapable of absorbing odors or of supporting the growth of bacteria and mold.

THIS CLOSE-UP TELLS THE STORY!

The two installations of Johns-Manville Rock Cork in the Pittsburgh Brewing Co., Pittsburgh, Pa., are shown here side by side. No retouching has been done on this photograph, but notice that, aside from the asphalt which was used to wash the surface of the older material, there's practically no difference between the two. The 20-year-old installation is still in excellent condition; its insulating efficiency shows no sign of decreasing.

YOU'LL WANT TO KNOW more about Rock Cork . . . details on its surprisingly low cost, on its complete, factory-controlled uniformity. Full information on Rock Cork, both sheet and pipe-covering form, is given in brochure DS-555. For your copy, write Johns-Manville, 22 East 40th Street, New York, N. Y.

*Pittsburgh Brewing Co., Pittsburgh, Pa.



JOHNS-MANVILLE ROCK CORK

Low-Temperature Insulation in Sheet Form and for Pipe Covering

At the Meat Packers' Convention
the Delegates will say ...



"for top-grade pork products—dehair the BRISGO way"

Give your salesmen smooth, choice cuts that are easier to sell.




A Brisgo treatment makes a pig's hide as smooth and hairless as an

orange. Even the roots come out. And there's not a nick or a scratch to mar the soft, smooth skins.

That's why pork from Brisgo-treated hogs is so welcome to the trade.

And don't forget, Brisgo speeds the work, and cuts operating costs.

MAIL THE COUPON FOR FULL INFORMATION

 <p>BRISGO</p> <p>NAVAL STORES DEPARTMENT</p> <p>WILMINGTON, DELAWARE</p> <p>Branch Offices: Chicago - New York - St. Louis - San Francisco</p>	 <p>HERCULES POWDER COMPANY INCORPORATED 910 Market St., Wilmington, Del.</p> <p>Please send information about BRISGO</p> <p>Name _____</p> <p>Company _____</p> <p>Street _____</p> <p>City _____ State _____</p>
--	--



THE WISE OWL KNOWS—
"There's No Substitute for Quality"

That's Why Users Acknowledge There Is No Substitute For

AULA-SPECIAL

In the Curing of their Hams, Bacon, Bologna and Other Meat Products . . . Only Salt Needs To Be Added, Everything Else Is Included

"The Ideally-Balanced and Unexcelled Cure for Flavor and Color Uniformity"

INQUIRIES INVITED FOR SAMPLES AND FULL PARTICULARS

Complete Line of Outstanding Seasoning and Spices

THE AULA COMPANY
CURING COMPOUNDS, SPICES, SEASONINGS, ETC.



Office and Laboratory:
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Stockinettes

WIRE, WRITE OR PHONE

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POWER speaks louder than words

NOW -
115 *horsepower*
IN 1½-TON DODGE TRUCKS

120 *horsepower*
IN 1½-TON SPECIAL



PLENTY OF POWER—in a truck that *fits the job*—means *extra performance, extra dependability, economical operation and extra long life!*

That's the kind of truck you want and *need* today—and that's the kind you get when you get the *right Dodge Job-Rated* truck to *fit your job*. See your Dodge dealer . . . *today!*

Prices and specifications subject to change without notice.

Better
BECAUSE OF
CHRYSLER
CORPORATION
ENGINEERING

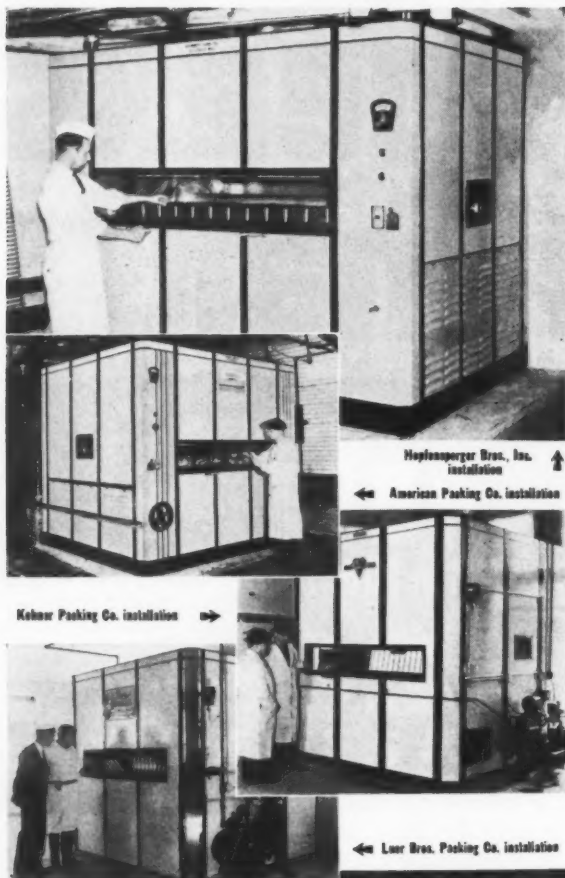
DEPEND ON
DODGE
Job-Rated **TRUCKS**

DODGE PRODUCTS FOR NATIONAL DEFENSE:

Command Reconnaissance Cars • Field Radio Cars • Troop and Cargo Motor Transports • Weapon Carriers • Army Carry-Alls • Ambulances • Duralumin Forgings for Bomber Fuselages • Parts and Assemblies for Anti-Aircraft Cannons.

The National Provisioner—October 18, 1941

Page 33



THE COUNTRY'S LEADING PACKERS & SAUSAGE MANUFACTURERS USE ADVANCE OVENS

Automatic control, 3% less shrinkage, reduced operating costs, timed baking and the smoother product resulting from more uniform heat are all sound reasons why packers prefer ADVANCE OVENS. Steam tight construction of all ADVANCE OVENS permits the use of steam for induction of moisture for baking of meat loaves and also for steaming out the oven daily in order to keep it in a sanitary condition. ADVANCE offers special features such as premixed gas, oil-sealed driving unit, stabilized shelves and rust-proof interiors—features that make this the industry's most modern oven. Investigate the ADVANCE OVEN—see just how you can save and make money with a new ADVANCE OVEN installed in your plant!

ADVANCE OVEN CO., 700 SO. 18th ST., ST. LOUIS, MO.

ADVANCE OVENS



Color that says

"THE FLAVOR'S THERE"

Before they buy, they anticipate the taste with their eyes. Having exactly the right color—always uniform—is the best way to capture customer interest.

National's U. S. Government Certified Colors . . . the food industry's oldest and most complete line . . . includes every Primary Color and Blend to meet your requirements of shade, strength and uniformity.

National Technical Service welcomes the opportunity to give you constructive help in solving your color problems with exactly the right shades for maximum sales appeal. Your inquiry is invited.

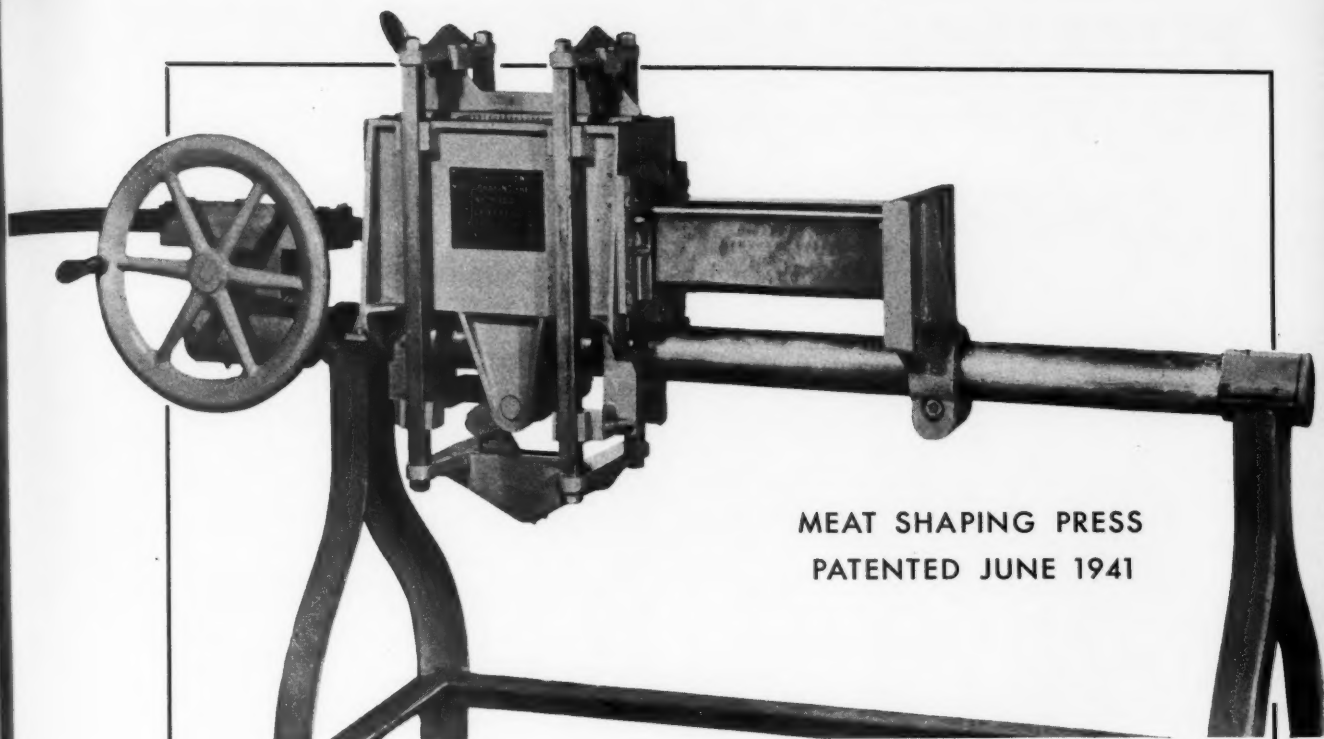


Certified Food Color Division

NATIONAL ANILINE & CHEMICAL CO., INC.

40 Rector Street • New York, New York

BOSTON	PHILADELPHIA	GREENSBORO	CHATTANOOGA
PROVIDENCE	SAN FRANCISCO	ATLANTA	PORTLAND, ORE.
CHICAGO	CHARLOTTE	NEW ORLEANS	TORONTO



MEAT SHAPING PRESS
PATENTED JUNE 1941

PERFECTION HAM MOULDS & CYLINDERS

MEAT LOAF MOULDS

MEAT LOAF FILLERS

FOOT OPERATED HAM PRESSES

MEAT SHAPING PRESS

FOR FULL PARTICULARS WRITE TO

C. T. LENZKE & CO.

**1753 W. HANCOCK AV.
DETROIT, MICHIGAN**

PORK SAUSAGE MEAT..Packaged



IN SALES-MAKING

**ZIPP
CASINGS**

AT COST OF LESS
THAN ½c PER LB.

IN SIZES OF 1 TO
5 LB. OR LARGER

**...everybody
likes it because ...**



THE RETAILER likes it because it's easy to handle ... requires no weighing or special container. Because it cuts down his loss on shrinkage. Because it retards spoilage by permitting the meat to "breathe."



THE HOUSEWIFE likes it because it's sanitary, because the patties are ready-formed, and because the unused portion can be kept free from ice-box odors in the original wrapping.



YOU, MR. PACKER, will like it because it cuts your packaging and labeling cost. Because it takes your trade-mark, attractively printed, right into the kitchen.

Most of all, because it makes your product easier to sell and gets you the repeat orders. Write today for samples and prices.



IDENTIFICATION, INC.

4541 N. Ravenswood Ave.

Chicago, Illinois

BRIEF FACTS about Crackling Expellers

ONE MAN HANDLES 2 TO 3 EXPELLERS

LABOR REDUCED 50% TO 75% OVER BATCH METHODS

SAVE 50% ON GRINDING COSTS

NO AGEING REQUIRED BEFORE GRINDING

COMPLETE MECHANICAL HANDLING

PRODUCES A LOW FLUFF CRACKLING

NO CAKE BREAKER REQUIRED

BRILLIANT GOLDEN CRACKLINGS,
FREE-FLOWING, NO SET-UP IN BAG

TALLOW COLOR AND ACID EQUAL
OR BETTER THAN OTHER SYSTEMS

CAPACITIES AND FAT:

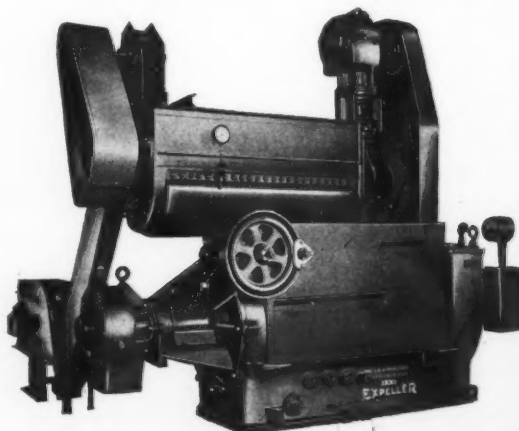
RED LION 500- 600 LBS.PER HR. 6-9% FAT

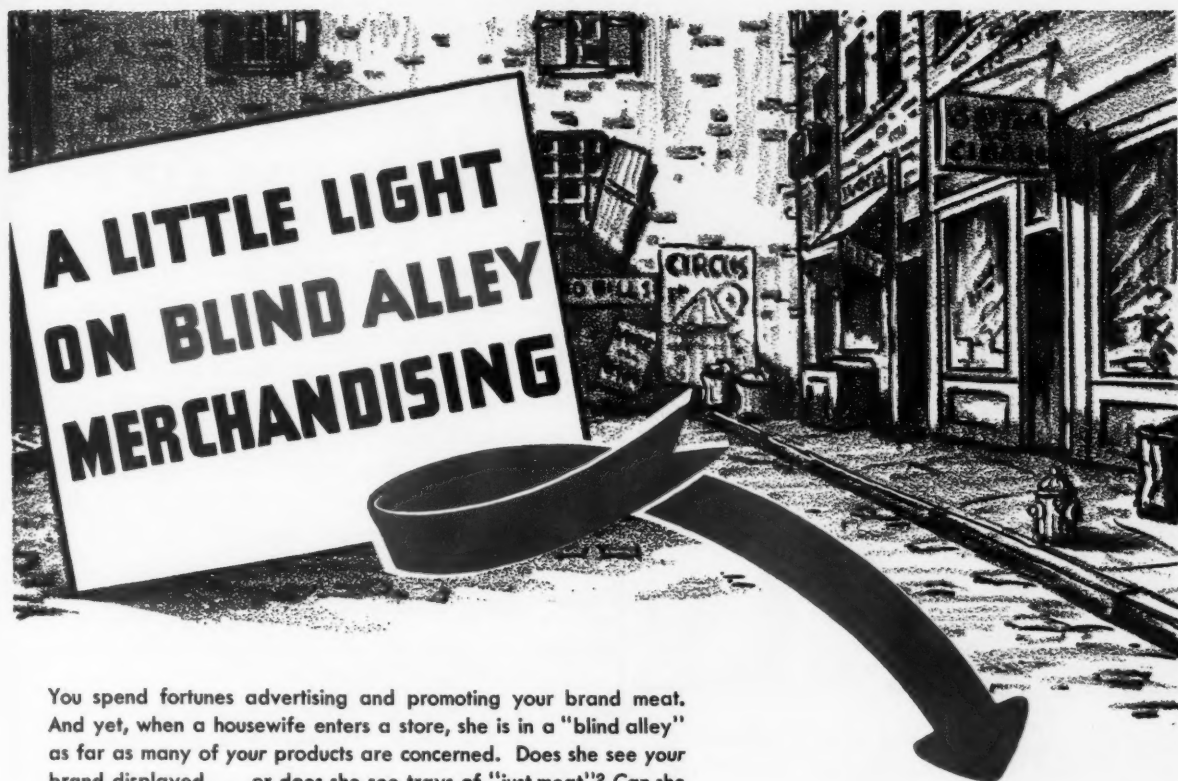
DUO 800-1000 LBS.PER HR. 6-9% FAT

SUPER- 1000-1500 LBS.PER HR. 6-9% FAT
DUO

● Read these facts once again. Consider them from any and every angle. Taken together, they are found only in Anderson Crackling Expellers. That's why Crackling Expellers are standard practice in so many plants. Write today, give us the capacity of your plant and let us show you which Crackling Expeller best meets your needs from the standpoint of cost, production and economy advantages. There's no obligation on your part.

THE V. D. ANDERSON CO.
1937 WEST 96th STREET • CLEVELAND, OHIO





You spend fortunes advertising and promoting your brand meat. And yet, when a housewife enters a store, she is in a "blind alley" as far as many of your products are concerned. Does she see your brand displayed . . . or does she see trays of "just meat"? Can she point to your meat . . . as she can point to a branded can of peas?

Here's how to take your meat products out of the "blind alley." Pack and display in NESTRITE TUBS! For, NESTRITES actually brand the unbrandable. When you put your meat in NESTRITES, you furnish the stimulus that results in a quick sale . . . for your meat.

- . . . Your Trade Mark on a NESTRITE paper Tub identifies your brand.
- . . . Your newspaper, magazine and radio messages are attractively emphasized on NESTRITES.
- . . . Because they "gleam" with sanitation, NESTRITES suggest purity and freshness.
- . . . Because they are brilliant in color and design NESTRITES attract and sell.

It is no accident that nationally known Packers are using NESTRITES.

Consider the advantages of NESTRITE TUBS for your meats. Let us send you facts, figures, information on how to put NESTRITES to most strategic use. Write today to LILY-TULIP CUP CORPORATION, 122 East 42nd Street, New York, N. Y.—3050 East 11th Street, Los Angeles, Calif.

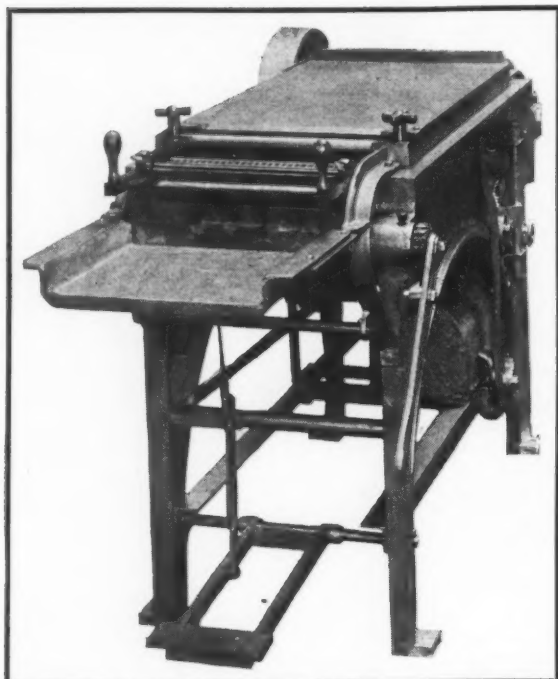
LILY • TULIP



**NESTRITE
PAPER TUBS**

**SIZES:
1 LB. TO 10 LBS.**





Get the extra advantages of the O'CONNOR RIND REMOVER!

Fifteen years devoted to the problem of removing the skin from pork products, smoked bacon, fresh bellies, back fat, cheeks and ham fats has resulted in the many new developments and improvements found in the O'CONNOR RIND REMOVER! The extra advantages of greater yield in meat substance, and the exceptionally clean skins for tanners and jelly purposes are your guarantee of generous return from a long time investment. Write for full particulars today!

26 YEARS with splitting, surfacing and processing machines for the industries enable us to offer you exceptional aid in the separation of all skins and fat to improve the quality of your product.

W. H. O'CONNOR

203 HOLLYWOOD AVE., EAST ORANGE, N. J.

I. DUFFEY & SON COMPANY

Indiana's Largest Live Stock Shippers

HOGS • CALVES • LAMBS

Lagro, Indiana

Operating Points

LAGRO • LOGANSPOUT • FLORA • ROCHESTER
MONON • ELWOOD • RENSSELAER • FAIRMOUNT
WARREN • LAFONTAINE



"BRASS TACKS"

Concerning RED DIAMOND Dry Ice Plus Values

for MEAT SHIPPERS

● New efficiency and economy in the refrigeration of meat and meat products in transit have been developed by Liquid engineers with Red Diamond Dry Ice. Used in combination with wet ice it eliminates transit re-icing . . . as far as 6th morning delivery for shipments with an arrival temperature between 35° and 40°. This reduces shipping delays and cuts costs . . . without expense for special equipment.

For "brass tack" information on this and many other efficiencies and economies assured when Red Diamond Dry Ice is used to prolong refrigeration and maintain positive circulation within the car, you should read the latest Liquid data in the bulletins listed below.

These bulletins describe tests made by Liquid engineers in cooperation with leading refrigerator car manufacturers which prove the value of evaporated carbon dioxide in retarding surface bacterial growth . . . in preserving "bloom", and qualities that contribute to good prices. They provide definite data on (1) judging dry ice quality, (2) best methods for the use of dry ice in both railroad car and truck refrigeration, and up-to-the-minute facts on many other dry ice developments.



Over 70
Producing Plants
and Distributing
Points in
the United States
and Canada.



THE LIQUID CARBONIC CORPORATION

3110 South Kedzie Avenue, Chicago, Illinois

Branches in 37 Principal Cities of the United States and Canada

London, England

Havana, Cuba

Manufactured in Canada for the Canadian Trade

Check and mail the coupon today!

The Liquid Carbonic Corporation
3110 So. Kedzie Ave., Chicago, Ill.

Send literature as checked on special plus values of Red Diamond Dry Ice: () Railroad Car Refrigeration, () Truck Refrigeration, () Fruit and Vegetable Shipment, () Poultry, Butter and Egg Shipment, () Refrigeration Data Book, () Directory of Red Diamond Icing Points, () Have representative call.

Name _____

Address _____

City _____ State _____

Better Sausage at Lower Cost. What sausagemaker hasn't hoped for some such miracle? A uniform product batch after batch, uniform in high quality, eye appeal and sales appeal is the common goal that all too few sausage manufacturers ever reach.

The sausage makers who haven't cared to wait for miracles are now getting these miraculous results with the JOURDAN PROCESS COOKER! Batch after batch and month after month the same high quality sausage is produced . . . a perfect finish, never

over or under cooked, never tangled or broken links, a real product, appealing to the eye and tempting to the appetite. All this at lower cost! Operating costs are lowered because product is cooked on the cage or floor truck just as it is hung up at the stuffing bench.

There is a JOURDAN to fit your needs available for trial in your own plant. Remember, you cannot buy until you try! Write today!

Manufactured under the following patents: No. 1,690,449 dated Nov. 6, 1928 and No. 1,921,231 dated Aug. 8, 1933. Other Patents Pending.



JOURDAN PROCESS COOKER

For Uniform Product...of Higher Quality . . . at Lower Cost!

JOURDAN PROCESS COOKER CO.

812-22 W. 20TH STREET • CHICAGO, ILLINOIS

Meet Your Defense Problems with

Semi-steel Valves

They hold pressures up to 300 lb. gage—whether handling ammonia, Freon-12, methyl chloride, CO₂ or natural gas, at normal or low temperatures. Only in Frick valves do you get the patented high-angle seat, alloy-faced button, and easy repacking which have given them the preference for generations. . . . Full range of sizes, 1/4" to 14". Screwed valves up to 2". Stocked by Frick Distributors in principal cities everywhere . . . Ask for Catalog K . . . Your copy is waiting: Write to

FRICK CO., Waynesboro, Pa.



Geo. A. Hormel & Co., Austin, Minnesota (Circle indicates new shipping room). PALCO WOOL furnished by F. I. Crane Lumber Company, Austin

New Hormel Shipping Room Insulated with PALCO WOOL

Here's Why PALCO WOOL Makes the Ideal Cold Storage Insulation

- **HIGH THERMAL EFFICIENCY**—255 B. t. u.
- **NON-SETTLING** even under the most severe conditions of vibration.
- **MOISTURE RESISTANT** because fibres will not support capillarity.
- **PERMANENT**—Inherent antiseptic qualities make existence of fungi impossible.
- **VERMIN REPELLENT**—Is distasteful to both rodents and insects.
- **FIRE RESISTANT**—Inherently fire retardant, now Saferized to make it flame-proof.
- **ODOR PROOF**—Odorless itself and does not absorb or give off odors.
- **ECONOMICAL**—Light in weight, low density, goes further.

A product of

THE PACIFIC LUMBER COMPANY

San Francisco • Chicago • New York • Los Angeles

In Canada: L. S. Rolland, Montreal, Que.

The satisfactory performance of PALCO WOOL installed in an addition four years ago, has led Geo. A. Hormel & Co. to specify and use it again in a new shipping room now under construction. The shipping room is the first unit of an unusual one-story scheme of packing plant design. Over 150,000 lbs. of PALCO WOOL are being used on this job.



PALCO
INSULATION
WOOL
REG. U. S. PAT. OFF.

MADE FROM DURABLE REDWOOD BARK

GUARANTEED
TO MEET THE CONDITIONS FOR WHICH
THEY ARE SOLD . . .



Frederick PUMPS

TYPES: Horizontal or vertical; Single suction, single stage; Single suction, multi-stage; Double suction, single stage; Double suction, multi-stage.

MATERIALS: Stainless steels, acid resistant bronze, nickel, lead or any alloy required for the service.

DRIVE: Direct connected, belted, chain or gear.

ASK ABOUT THEM — WRITE —

THE FREDERICK IRON & STEEL COMPANY • FREDERICK, MD.

Railroad Transportation Is Most Dependable Year 'Round Service

Economy Plus Satisfactory Delivery of Your Products Assured with Mather Stock Car Co.'s Low Temperature Super Insulated Refrigerator Cars



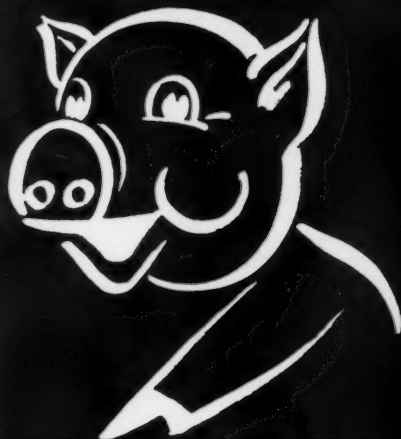
Low temperature with least possible ice consumption is accomplished in this car by Mather patented method of construction and application of insulation. This insures transportation of food products in a clean and wholesome condition and at the proper temperature, thereby eliminating claims for spoilage in transit. These cars are saving shippers one-half of their usual icing expense. Full steel underframe with steel superstructure frame construction

protects the insulation 100% even with severe switching shocks, also eliminates weaving, etc., which is so destructive to insulation in ordinary cars. The following are some of the users of these cars who are receiving the benefits of modern principles of refrigerator car construction. Ask the people who use them. For further particulars address the builders.

Agar Packing & Provision Co.
Hunter Packing Co.
Hygrade Food Products Corp.
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Peyton Packing Co.
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DOES YOUR PRESENT PACKAGE or CONTAINER HAVE SALES PUNCH?

How does your present container look alongside those of your competitors? Does it stand out and convey the impression of **QUALITY** or is it just another package on the dealer's shelf? Are you one of those companies who pour thousands of dollars into newspaper, radio, trade paper and other forms of dealer and consumer advertising, yet neglect the appearance of your package? Don't make that mistake... let Heekin artists and color experts work with you in improving your present package. Heekin Metal Lithography is known everywhere for its lasting, harmonizing colors... for its accuracy in bringing out every detail. Write us for further information.

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Heekin Lithographed Container successes in every field should convince you of the advantages of an attractive Heekin Lithographed Container in the shortening field in preference to a carton.

THE HEEKIN CAN CO.
CINCINNATI, OHIO

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STANDARD CONVEYOR ENGINEERS CAN HELP YOU FIND ALL FOUR IN YOUR PLANT

Engineered to fit your product and manufacturing methods—Standard Conveyors make man-and-machine hours more productive through these four basic time and cost saving factors—avoiding wasteful waiting for materials—cutting short handling time—better utilization of available working space—elimination of repeated handling in production operations.

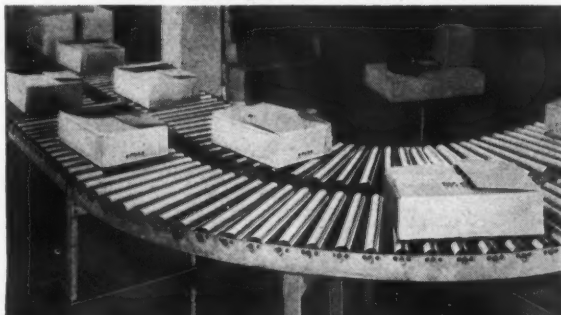
Why not call in "Standard" for planned handling recommendations for your plant. Write for Bulletin NP-10.

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Standard
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"THE STANDARD
OF VALUE"



"I can solve your sausage problems and save you money"

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"THE OLD TIMER"

C-D KNIVES AND PLATES FOR CUTTERS AND GRINDERS ARE BUILT FOR LONG-TERM SERVICE

More and more packers are coming to SPECIALTY for grinder plates and knives because their experience has taught them that C-D is the answer to their sausage problems . . . yet actually costs less to use!

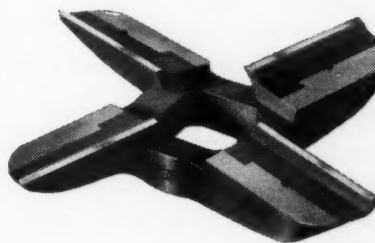
C-D SUPERIOR plates are made of special wear-resisting steel alloy, guaranteed to outwear two plates of any other make. Immediately available in any style and all styles: angle hole, straight hole, and tapered hole . . . one sided or reversible; all are equipped with patented spring lock bushing making it impossible to come loose.

The improved C-D Triumph plates are everlasting plates guaranteed for five years against resharpening and resurfacing costs. The most economical plate in existence, it will cut several million pounds of meat before sharpening is necessary. C-D Cutmore Knives feature changeable blades . . . every blade made with the grain of the steel running in the correct direction for highest cutting efficiency.

We stock a complete line of feed-worms, studs, rings, steel rings for super plates, all makes and sizes of solid knives, silent cutter knives, Superior knives, B & K knives with changeable blades, sausage linking gauges, etc. Send for details and prices now!



FAMOUS C-D REVERSIBLE PLATE with 1683 Holes

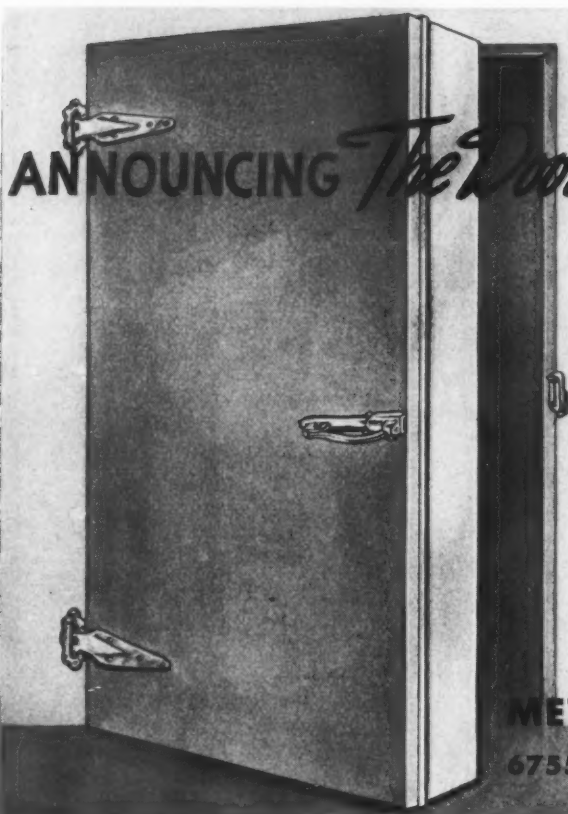


NEW! IMPROVED C-D CUTMORE KNIFE

THE SPECIALTY MFRS. SALES CO.

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ANNOUNCING *The Door with the Feather Touch*



Heavy-duty construction yet light in weight... Met-L-Wood's new Refrigerator Door boasts longer life, easier operation, 100% sanitation and greater rigidity in construction as well as in economy.

Silvercel hermetically sealed panels of reflective insulation stop all condensation and moisture from accumulating within the door. They remain dry and sanitary during the entire length of their long life... with no reduction in insulating efficiency!

You will be interested in the complete story of these new feather-touch refrigerator doors that employ the same principle as that used in the time-proven Thermos bottle. Send for descriptive brochure.

MET-L-WOOD CORPORATION

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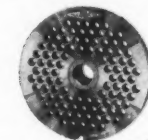


I've Changed Sharpening Time to Selling Time with PESCO Saw and Grinder Service

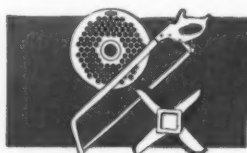
Sharpening dull cutting equipment used to keep me busy — if it wasn't saw blades it was grinder knives, and I never had enough of either. But things are different now—I've discovered Pesco Saw and Grinder Service.

I use Pittsburgh-Erie meat saw frames and grinder plates, and the Pesco service man *keeps me supplied* with keen-edged blades and knives. Besides being economical and trouble-free, Pesco service gives me more time to make special meat displays and other all-around sales improvements. Better try it yourself.

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Because our government needs chlorine in defense, and has curtailed its use as a bleach, papers that are now white will soon become darker. The loss of brightness will in no way impair the carrying qualities of the paper, however. While the trend is not particularly evident now, direct friendly contacts in Washington advise us that there will definitely be further reductions in the use of chlorine, with corresponding reductions in paper whiteness.

Present trends indicate that the time is not far off when priorities and defense allocations will seriously affect all supplies. In some industries, alternates and substitutes have already become necessary. But HPS is ready to meet the emergency ahead.

With characteristic foresight, HPS laboratory technicians have for many months been working on the development of serviceable alternates and substitutes. The search continues; when present papers are no longer available, HPS will be ready to supply you with alternates that will adequately meet your needs.

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The responsibility of keeping you supplied with papers is ours. It is a duty we will not shirk or evade. When the time for alternates and substitutes arrives, HPS will be ready with papers to meet the trend. They will positively be the best papers obtainable, for the purpose and the price, *because they will be HPS papers.*



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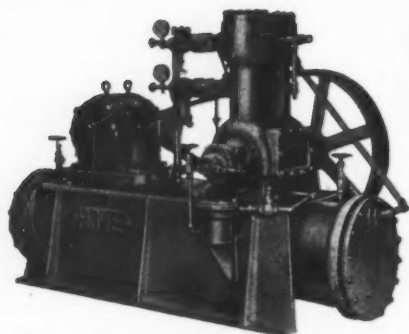
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• Howe ammonia compressors and automatic compact units are built in sizes from $\frac{1}{2}$ to 150 ton capacity. Ice, manufacturing, cold storage, meat packing and refrigerated locker plants are just a few of the industries that prefer Howe Refrigeration equipment. Howe enclosed type compressors incorporate the latest features in compressor design, such as full internal force-feed lubrication to every bearing... cylinders cast separately from crankcase... ring plate suction and discharge valves. The automatic Ammonia compact units are built in a complete range of sizes from $\frac{1}{2}$ to 20 tons refrigeration... ruggedly built and expertly engineered in accordance with every modern practice. Low pressure units from $\frac{1}{4}$ to 20 H.P.

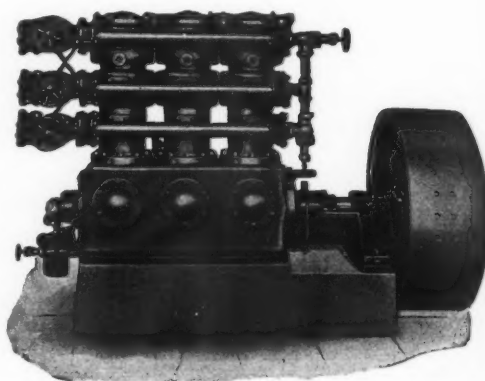
Regardless of your plant requirements, ice machine, condensers, coolers, coils or tanks, or a complete new plant, Howe engineers stand ready to give you the benefit of 30 years of successful experience in this field.

HOWE ICE MACHINE COMPANY

Main Office: 2825 Montrose Avenue, Chicago, Illinois
Refrigerating Machinery Manufacturers since 1912

for thirty years
now, we've known **HOWE**

• The Howe Ice Machine Company is a pioneer in designing and constructing refrigeration equipment. We have taken an active and important part in the rapid development and growth of a great industry. The building of cooling, air conditioning and refrigeration equipment has been our only business for the past 30 years. The Howe organization brings to every installation an experience and practical engineering knowledge that effect definite savings in installation and insure many years of low cost performance.



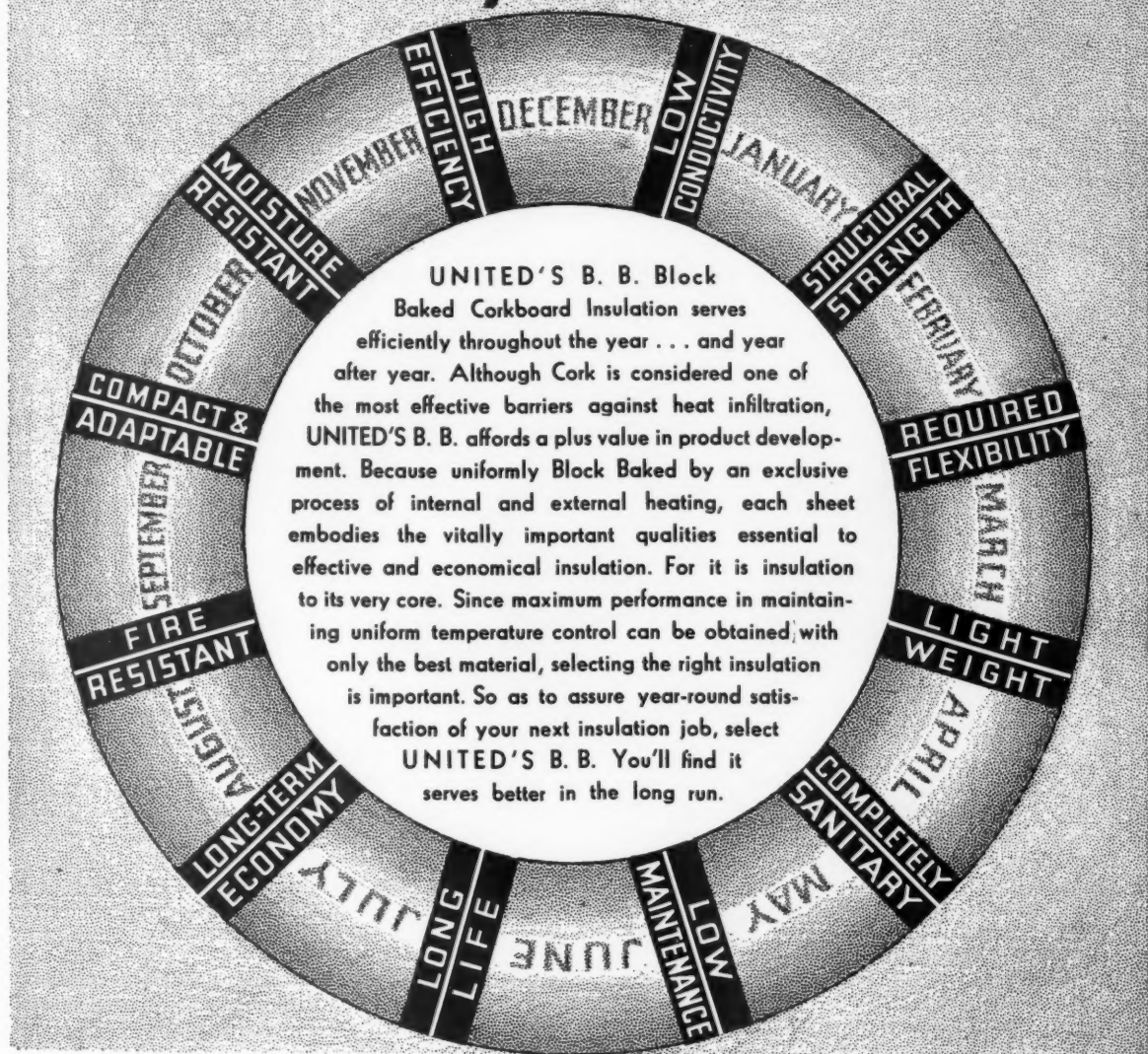
• Howe multiple effect compressors are particularly suited to packing, cold storage and any plant that requires both high and low temperatures. This type of unit is designed to operate on both high and low temperature work at the same time and maintain a very high efficiency.

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How not to be a ^{*}FALL guy!

1 A **HEAVY LARD-DRUM** or suspended carcass, accidentally crashing down, can mash toes to a pulp! So Lehigh builds into its shoes the improved toe-box of high-carbon, rust-proofed, cold-rolled steel, austempered for minimum "give" under heavy impact. Its "turned rim" fixes toe-box in place permanently, keeps it from shifting or tilting under the heaviest blow!

^{*} [A plant executive who neglects protection against FALLS and FALLING OBJECTS]

Fibre toe-box under the steel toe insulates the foot against cold or heat in the metal. These safe, long-wearing Lehighs have been proved right in the dry-floor departments of provisioning plants everywhere!



873—Black, boarded gun-metal blucher. Two full soles, Chrotan outsole, chrome leather midsole, whole rubber heel, leather storm welt, brass rivets shank to sole, leather-lined vamp. Goodyear Welt. Width E, sizes 5 to 12.



857—Brown elk blucher. Full double soles. Chrotan outer, chrome leather midsole, whole rubber heel, brass rivets shank to sole, foreman last, leather vamp lining. Goodyear Welt. Width EE, sizes 5 to 13.



913—Black elk blucher foreman's oxford. Single Chrotan leather sole, whole rubber heel, leather-lined vamp. Goodyear welt. Widths D and E, sizes 5 to 12.

2 **SLIPS AND FALLS** on wet and slippery floors can result in broken bones, interrupted production, high compensation costs! So Lehigh adds skid-protection to the other safety features of this shoe. Outsole and heel are of Vul-Cork, a patented combination of cork and rubber with amazing pin-point suction that grips the floor. And Vul-Cork wears like iron, saves your men money because fewer pairs per year are required.

916—Black elk blucher. Full-length oak-tanned leather midsole, skid-proof Vul-Cork outsole and heel. Leather-lined vamp, two brass rivets shank to sole. Goodyear Welt. Widths D, E and EEE, sizes 5 to 12.



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*It is our Policy not to increase Prices
as long as increased Sales absorb
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Korreet Kutting Mfg. Co.
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Manufacturers of the Largest Line of Meat Chopper Knives and Plates

**ORIGINATORS OF
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Reversible CUT-DOWN

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**Quality is Unsurpassed—Prices are Lowest
A Trial Will Convince You—Try at our Risk**

KORREET KUTTING MFG. CO., INC.

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MANUFACTURERS OF KNIVES AND PLATES FOR 30 YEARS

The National Provisioner—October 18, 1941

Page 53

*No-strip's
a natural*

It's a wise sausage maker who knows his casings. And more and more are naturally standardizing on "Natural" *No-strip*. For based on any standard of comparison, *No-strip* excels in speedier stuffing, handling . . . is unsurpassed in quality and uniformity . . . and effects substantial savings in labor and refrigerated floor space. It costs no more than ordinary casings, so why not write now for samples. You will be convinced.



Sausage in "Natural" Casings is 22% Juicier

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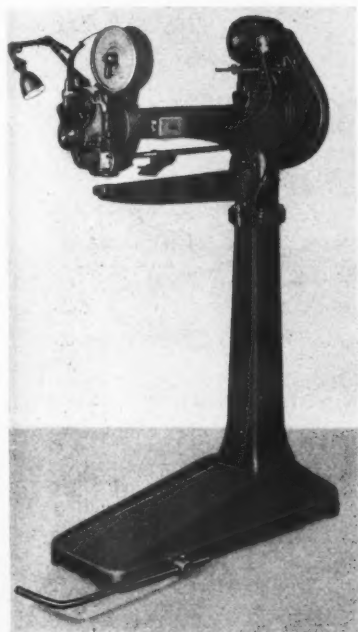
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**THE BLISS HEAVY DUTY
BOX STITCHER**

Widely used throughout the Packing Industry for assembling and stitching Bliss Boxes. Equipped with Bliss Heavy Duty Stitcher Head. Operates at high speeds and built to render many years of continuous service.

*Ask for Literature
on These
Two Machines*



**No. 2
Bliss Box,
sealed on Bliss
Top Stitcher, ready
for shipping.**

Packers who use the regular No. 2 Bliss Boxes and the Special Bliss Wire-Lock Seal Box for shipping their fresh and smoked meats, pork loins, dressed poultry, lard, butterine, and other products have found these boxes to be the strongest, safest and most practical fibre containers available.

All four corners are reinforced with double thickness of board, giving them extra strength both for stacking in storage and while in transit.

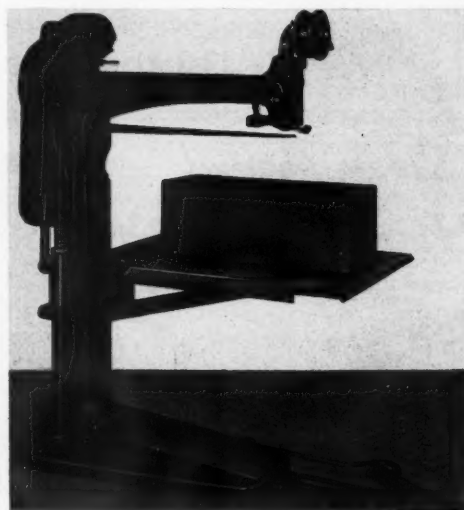
These boxes also save money in material, and reduce freight charges because of their light weight.

Both types of boxes are supplied flat by leading Box Makers, and are assembled and stitched in your own plant as needed, thus conserving valuable storage space.



BLISS WIRE-LOCK SEAL BOX

This box, with arched wire stitches attached, is now manufactured by leading container companies, and is available to the Packing Industry for use in shipping many kinds of meat products. May be opened for inspection and resealed without damage to the box.



**THE BLISS POWER LIFT
TOP STITCHER**

Wire stitches the tops of Bliss Boxes after they are filled, making a uniformly secure closure. Filled boxes are automatically raised to stitching position, stitched, and lowered again to conveyor line or table without manual handling. Easy to operate, high speed.

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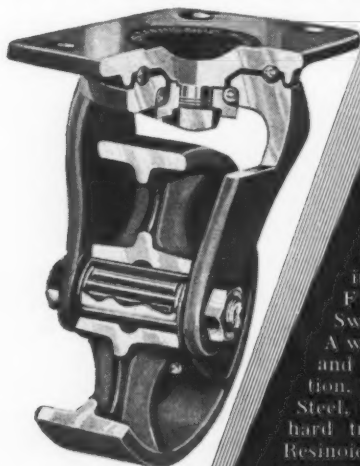
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These proven features in
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GIVES YOU ALL FOUR IN ONE UNIT

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Eliminates conventional fuse equipment. Acts as manual disconnect switch in "Off" position. Bi-metal gives positive protection against short circuits and severe overloads.

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Line-up these "exclusive economies" for 1942 NOW!

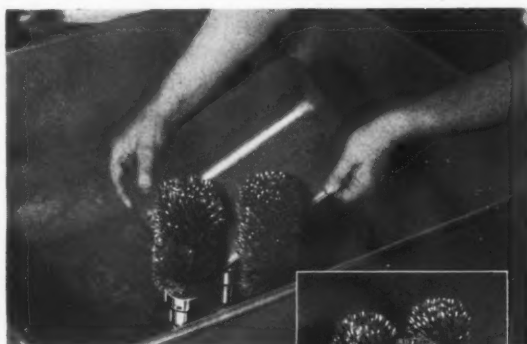
Expertly designed and soundly built to meet your individual requirements can mean but one thing . . . for actual dollar value you can't beat WARNSMAN Refrigerator Truck Bodies! Longer life, greater efficiency and lowered operating costs are exclusive built-in economies that you will want to take advantage of in 1942. WARNSMAN Refrigerator Truck Bodies are dry, sanitary and maintain uniformly low temperatures at all times. Act now to improve your delivery service and reduce hauling costs . . . write for full particulars about WARNSMAN!



THE WARNSMAN-FORTNEY BODY CO.

Transport Refrigeration Engineers

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FULLER STEELGRIP Ham Mould CLEANING BRUSH

FOR USE on single brush or commercial three-brush machines. A new design core that provides for refilling by your mechanic. Extra Steelgrip Refills may be stocked for quick application to the original Fuller cores. Fuller Brush Refills contain heavier pack of material, held in indestructible steel backing. Will outwear ordinary brushes four to seven times.

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BY MAC
(THE MEAT MAN)

MAPLEINE MEANS BETTER FLAVOR—BETTER SALES

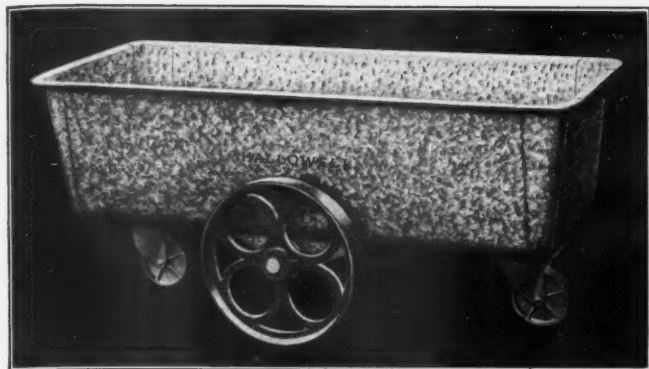
FOOD folks sometimes neglect a mighty important item in their business. Flavor! They try new ideas to cut costs, speed up production, improve plant methods. And then neglect the best seller—flavor!

FLAVOR SELLS. On the customer's table flavor is the best salesman for meat products. That's why meat men find Mapleine means more sales for them. Mapleine improves the flavor of meat.

PROVE IT! Take a "show-me" attitude toward Mapleine. Find out what it can do in your meat products; in ham, bacon, sausages, loaf specialties, etc. We'll send you a try-out bottle of Mapleine and tested formulas free!

FREE. Write today for 14 profit-making formulas plus free try-out bottle of Mapleine. Crescent Manufacturing Company, Seattle, Wash.

MAPLEINE
Imitation Maple Flavor
BRINGS OUT NATURAL FLAVOR OF MEATS



Pat. applied for

Fig. 1054

"Hallowell" Sausage-Meat Truck—Medium Size

Primarily designed for the sausage department, this popular and handy model lends itself to many other uses as well. 12-gauge steel welded construction, rounded corners and smooth hot dipped galvanized surfaces insure years of sanitary service.



Fig. 1131

"Hallowell" Display and Storage Rack

Displays meat products effectively and useful for their handling in cold storage. Designed to permit easy cleaning and interchangeability of parts and units. Heavily galvanized to insure a long, rust-free life.

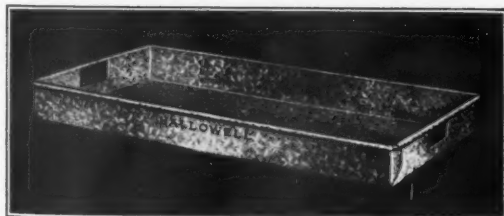
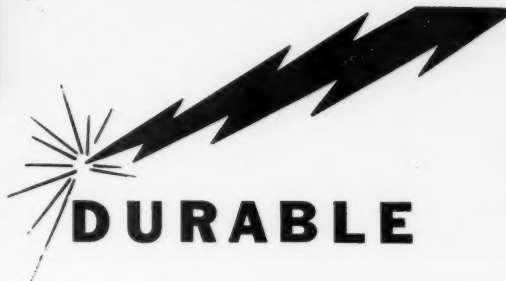


Fig. 1177

"Hallowell" Trimming and Offal Pan

Famous for their sturdiness and heavy galvanization, this pan has proven its economy and durability in many plants.



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Steel

PACKING PLANT EQUIPMENT

Trucks of all types . . . racks . . . tables . . . hooks . . . trolleys . . . trees . . . inspection stands . . . miscellaneous related items—when they're "Hallowell" they're what you want!

Worked out in harmony with the Bureau of Animal Industry, "Hallowell" Equipment has no porous surfaces to catch and stubbornly hold refuse and rust . . . no insanitary, hard-to-clean-out corners.

Welded steel joints, smooth surfaces, heavy galvanizing—these are extra advantages that more than meet modern requirements.

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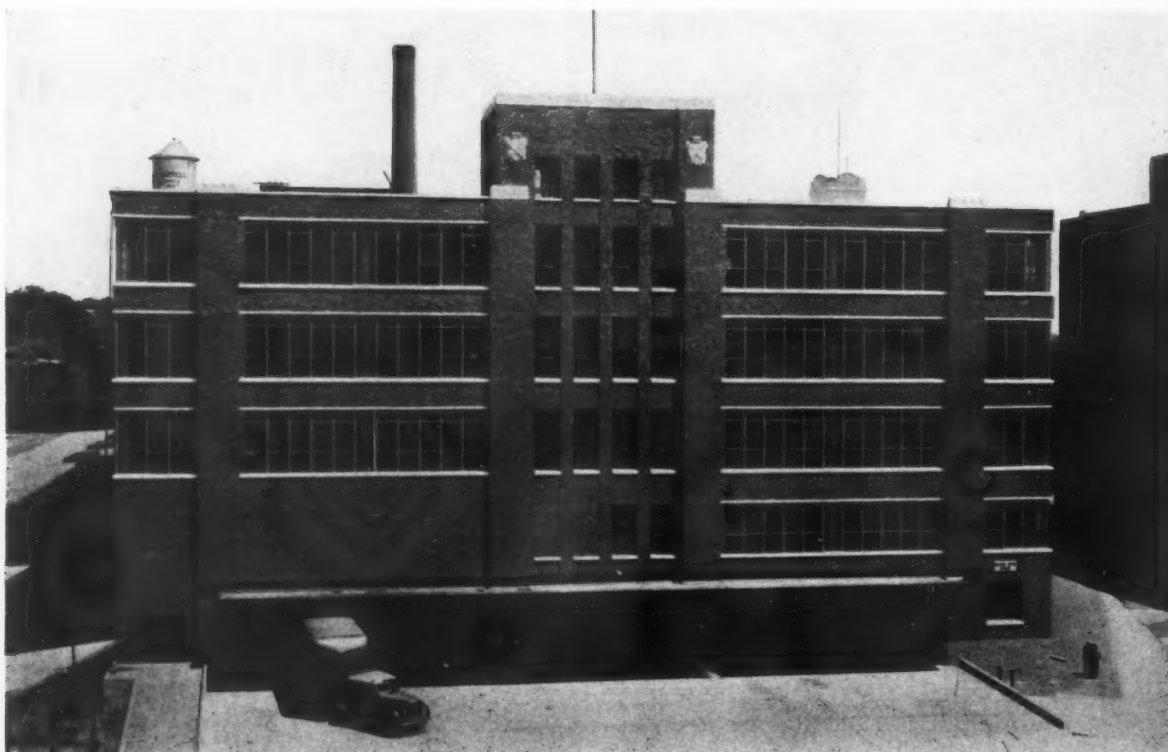
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CHICAGO, ILLINOIS

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Tomorrow's business may depend on today's **ACTION!**

Now—today—Tenderay Process Franchises, with definite time protection, are available throughout the United States. That most likely means *your* territory. It is a business opportunity of major importance—one that calls for action right now, because it affects today's business and tomorrow's.

Without attempting to predict the future, you know that in good times or bad, *quality*—recognizable, merchandisable quality—is the key to steadier volume and more satisfactory profits. And the Tenderay story is definitely a quality story; one that you can merchandise, one that people accept because they can *taste* the difference.

It is a process that lets you and your retailers step ahead of price-cutting competition, lets you increase volume on a sound basis. Increased volume, as experience shows, more than pays for the modest cost of installation.

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We'll be glad to present all the facts at your convenience and without any obligation to you. Simply write today to

TENDERAY DEPARTMENT



WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
BLOOMFIELD NEW JERSEY

BUSINESS WAS GOOD ... BUT TENDERAY MADE IT BETTER



Increase of beef sales since the introduction of Tenderay IN ST. LOUIS



Increase of beef sales since the introduction of Tenderay IN CLEVELAND

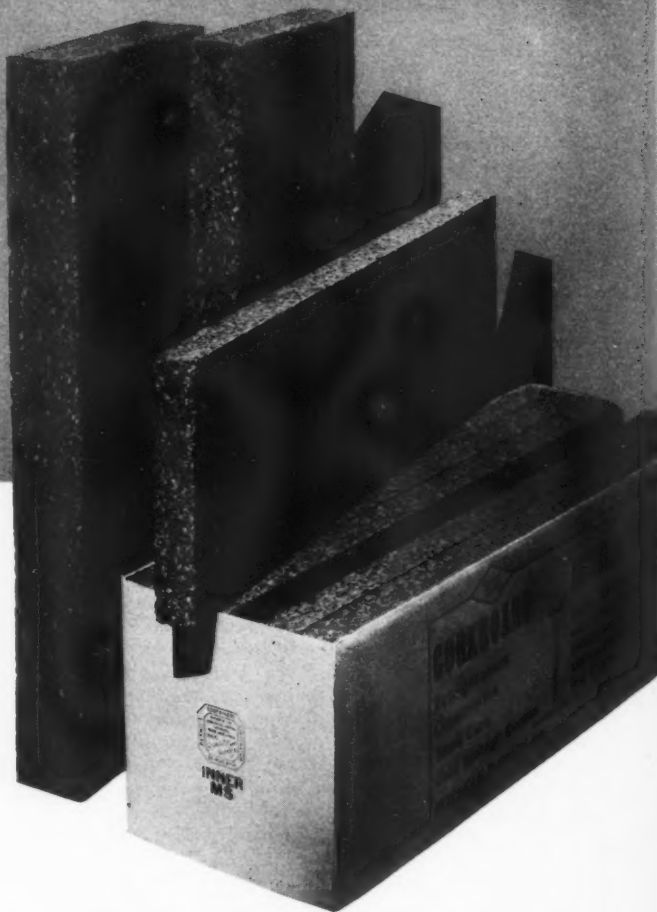


Increase of beef sales since the introduction of Tenderay IN NEW YORK

CORK FOR DEFENSE

FIRST!

CORK
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FROM COAST TO COAST everyone is pledging their aid to America—naturally, Uncle Sam's orders are filled first! The preservation of food items is an important duty also . . . perhaps we can aid you with your insulation problems. Write today for descriptive literature and for an estimate on your job. We'll do our best to serve you!



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30 TONS—geared for fast action!

MACK BUILDS AN 8,000 POUND TRANSMISSION

GIVING THIS MONSTER TANK A 35 M. P. H. SPEED!



Army M-3 tank, "land battleship" of America's modern mechanized army. Armed with cannon and machine guns.

The Army had to have a transmission—one capable of converting the speed of a 400 h.p. airplane engine into the smashing force of a 30-ton tank. *Mack is building it*—a mighty 8,000 pound gearbox, the largest ever manufactured in quantity production—more than 300 times the weight of a passenger car transmission.

The largest trucks in Army service are gigantic six-wheel Macks. Great fleets of Mack dumpers are clearing the way for air-base construction at defense outposts. Mack skill and resources contribute in more than a score of ways to America's military might.

The Tough Jobs Go to Mack!

MACK TRUCKS, INC., NEW YORK, N. Y.

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MAKERS OF WORLD-FAMOUS GASOLINE AND DIESEL-POWERED TRUCKS, BUSES, FIRE APPARATUS AND MARINE ENGINES



***I'LL ALWAYS BUY
YOUR BRAND OF SAUSAGES—***

***THEY LOOK
SO GOOD
AND TASTE
GRAND!***

**Give Your Sausages This
Two-Point Sales-Appeal with
ARMOUR'S
NATURAL CASINGS**

● Sausages made with Armour's Natural Casings are two-ways better: They have a plump, fresh appearance, because the elasticity of these casings keeps them clinging tightly to the meat—and they are more delicious, because the flavor-giving meat juices are sealed in. Mighty important advantages in making your sausages "best sellers"!

Armour's Natural Casings can be obtained in

any one of scores of different sizes and types . . . your nearest Armour branch can quickly supply you casings that are exactly right for all your needs. Good, uniform, strong casings, too—casings that have great resistance to costly breakage.

Remember all these advantages when you order sausage casings. Make that next order Armour's Natural Casings!

ARMOUR'S NATURAL CASINGS



MEAT

has *natural*
B Vitamins

BIG VALUES IN 36TH CONVENTION

WHEN the curtain descended on the final act of the thirty-sixth annual convention of the American Meat Institute no one in attendance should have been dissatisfied or disappointed. From whatever angle this five-day affair is judged—attendance, number and character of the exhibits, official entertainment features, good cheer dispensed in the hospitality headquarters or the quality of the information made available in section meetings and general sessions—the verdict must be “decidedly worth while.”

Attendance at Institute conventions has been breaking records each year for some time. This year was no exception. In excess of 2,200 packers and members of their staffs, equipment and supply men and ladies affixed their signatures to registration cards, about 375 more than registered for the record-breaking 1940 convention.

Sixty-one associate members and exhibitors had displays in the Gold Coast and French rooms of the Drake hotel. All available exhibit space was occupied. The exhibitors deserve much credit for their efforts to show their wares to the best advantage, and to make their exhibits valuable rather than merely interesting and attractive. More manufacturers and suppliers would have shown their products, reports Harry Osman, Institute director of purchasing practice, had space been available. A number of new machines, and various devices,

supplies and products were also on display in hotel rooms.

Some of the exhibitors and numerous non-exhibitors maintained hospitality headquarters on the upper floors of the Drake and in other hotels located near the convention center. These offered ideal spots in which to relax, meet friends, form new acquaintances and talk over general economic conditions and industry methods and problems. They served the very useful purpose of bringing together packers, sausage manufacturers and supply men, as well as acting as clearing houses for all kinds of industry information.

Some convention observers were inclined to attribute the large attendance to packers' uncertainty over a future ruled by a more rigid war economy, and their desire to learn what policies and operations fellow industry members plan to use to cushion potential shocks.

Close observation and careful questioning of packers by the NATIONAL PROVISIONER staff failed to confirm this view. Packers are concerned for the future and they are uncertain as to the best steps to take to meet all situations and conditions which may arise. While economics and industry conditions and situations were the subjects of many hotel lobby conversations they were by no means the important forces motivating attendance.

The same factors which brought record-break-

ing numbers to last year's convention were unquestionably the most important ones responsible for even greater attendance this year. Attendance at the Institute annual conventions is increasing because packers' appreciation of the value of these gatherings is growing (59 executives, key supervisory officials and technical men were present from one organization). Attendance is recognized as an investment of time and money which yields large returns when information gained in the sectional meetings and sessions is put into practice to improve plant production efficiency, raise the quality of products and merchandise meat to better advantage.

Scientific control is rapidly replacing haphazard methods. New ideas, principles and discoveries are being applied. More industrial equipment is being adopted to speed up operations and cut production costs. By-product power is being given careful consideration. New methods of smoking and new types of smokehouses are being developed. A new chilling method is in the limelight. Research men are working on many problems, developing new products and finding better methods. In all directions there is evidence that the meat industry is awakening to the need for better ways of doing old jobs. Few packers and operating men have the capacity or the time to acquire unaided all the fundamental scientific and practical knowledge required to keep up to date on packinghouse methods and processes.

Many pertinent ideas and much helpful information can be gathered by an alert packer delegation in the convention section meetings and general sessions, and a great deal of practical information can be gained in conversation with fellow packers having identical or similar problems. Contact with a large cross-section of the industry, thinking the same thoughts and speaking the same language, is only possible at these annual conventions.

Institute's Value Is Growing

As the industry becomes more scientific and production economy-minded an increasing number of packinghouse executives and operating, scientific and technical men will find the Institute and its meetings invaluable sources of help, encouragement and inspiration.

Following the established custom, the section



George A. Schmidt Re-elected Chairman

and division meetings were held on the first two days of the convention, Friday and Saturday, October 3 and 4. They were attended by packers, operating men, sausage department executives, sales and merchandising staff members, chemists, accountants and livestock sales and merchandising staff members, chemists, accountants and livestock buyers. Current problems and the latest practices in accounting, processing and operating were discussed. Since these meetings are open only to members, and the Institute releases no information on proceedings, only brief abstracts are given in this issue of *THE NATIONAL PROVISIONER*. No activities were scheduled for Saturday afternoon and Sunday and packers utilized the time to view exhibits, visit friends, discuss mutual

problems, attend sports events and loaf.

One general convention session was held on Monday, October 6, and two on Tuesday. Monday afternoon was reserved for committee meetings, informal discussions of current conditions and problems and gatherings of groups having mutual interests.

The meat packing industry is confronted with many difficult problems and faced with numerous annoying situations. It would be an ideal arrangement if all of these timely questions could be given thorough consideration in the section meetings and general sessions. Obviously, this is impossible in the limited time available. However, it was evident from the addresses given at this convention that a real effort had been made to select subjects meriting immediate consideration and action, which are uppermost in the minds of packers.

Progress on the Lard Problem

The long-standing lard problem had its share of attention in the section meetings, where research work and production were considered, and in the general sessions where the broader subject of merchandising was stressed.

At the 1940 convention it was announced by Wesley Hardenbergh, president of the Institute, that the Institute lard standards, designed to encourage the production of lard of higher general average quality, had been adopted as permanent. He urged all the members of the organization to comply with the standards. Other speakers on the 1940 convention program made a similar plea.

This year, G. G. Fox, vice president of Armour and Company and chairman of the Institute lard committee, reported that to date 120 packers have stated their intention of producing lard "up to or above the minimum standards of the Institute."

Lack of uniformity in product has been a deterrent to any cooperative effort to improve the lard situation. Now that there are prospects that this problem will be solved through the Institute lard standards it is evidently felt that some measure of advertising support can be given to lard.

Publicity for Lard

The announcement by Mr. Fox that lard will be advertised nationally came as a surprise to many. "Starting immediately," he said, "we will take the facts about lard to every home economist throughout the country in the two leading magazines read by these people. Detailed information about the nutritional quality of lard will also be made available to medical men in two leading medical journals. Attractive selling posters emphasizing the place lard holds in cooking, and showing the proper use of lard, will be made available to every school and home economics classroom in the United States. An extensive program of publicity on lard reaching beyond the educators and doctors to the housewife will be under way before the week ends."

C. A. Burmeister, agricultural economist, U. S. Department of Agriculture, estimated that federally inspected hog slaughter during the new marketing year (October 1, 1941 to September 31, 1942) will be around 49 million to 50 million head. This will be 2 million head more, he said, than were slaughtered under federal inspection in the year just ended. "I expect federally inspected slaughter from October to April to total about 30 million head, and that from May to September next year it will total about 19 million head," he said.

Cattle supplies will be large, Mr. Burmeister stated. Total slaughter of cattle and calves in 1940 was about 400,000 head larger than in 1939 and the total in 1941 is expected to exceed that of last year by nearly 1½ million head.

"Meat production in 1940 totaled nearly 19 billion lbs." Mr. Burmeister stated, "and was the largest of record. Production this year is expected to be about the same as last year, but it will include less pork and more beef. With the increased slaughter of cattle, hogs and lambs in prospect for next year, total meat production in 1942 is expected to reach 20½ billion lbs. and may even exceed this figure. The expected increase will be about 7 or 8 per cent, but the greater part of this will be required for aid to Britain. Supplies for domestic use, therefore, will be about the same as in 1940 and 1941, or about 140 lbs. per capita. American consumers need fear no meat shortage in 1942."

Exports and average consumer buying power are factors which will influence the meat price trend. Government purchases of meat for export to mid-September totaled 300 million lbs. of pork and over 200 million lbs. of lard. This program will be continued and greatly expanded during 1942. Dur-



MORNING SESSION CLOSES

Crowd begins to stream out of the convention hall at the end of one of the general sessions.

ing the next year Britain will get 1½ billion lbs. of pork and lard.

Per capita income of the non-agricultural population during the first seven months of this year is tentatively estimated at 13 per cent greater than in the same period of 1940. Per capita expenditures for meat were about 18 per cent greater, and about equal to the average for the previous 17 years. A further increase in consumer income is to be expected. If meat supplies for domestic use in 1942 should be about the same as this year, as now seems probable, the level of prices in the coming year would normally be expected to reflect the increase in income.

"But if there should be a material reduction in many kinds of consumer goods, as a result of the requirements of defense industries for materials and labor," one speaker pointed out, "it might well happen that retail meat prices will advance more than would normally be expected—unless, of course, meats and other foods should be subject to price controls."

What About the Future?

What about the future? The thoughts of many convention visitors seem to have been correctly reflected in the address of president Hardenbergh.

"Every effort must be put forth now and for the rest of the period of the emergency," he said, "to maintain the high degree of efficient operation for which this industry is famous. It is obvious that no one can be certain of what will happen. In such circumstances it would seem not only prudent but highly desirable to establish proper reserves and to take such steps as may be required against fluctuations in prices, including careful consideration of accounting practices."

In this introduction it is possible to refer briefly to only a few highlights of the convention. A complete report of the three general sessions follows. The complete text of the addresses and proceedings is worth study. It should be a source of inspiration and helpful information in the months ahead.

PROCEEDINGS OF THE CONVENTION

Livestock and Ad Campaign Are Featured at First Session

THE opening session of the thirty-sixth annual convention of the American Meat Institute, held at the Drake Hotel, Chicago, from October 3 to 7, 1941, convened at 10:25 a.m., George A. Schmidt, chairman of the board of directors of the Institute, presiding.

CHAIRMAN SCHMIDT: It is a real pleasure to welcome all of you to our thirty-sixth annual convention. I am always glad to see so many of my friends at one time and I'm sure you agree that it is important for us to get together and talk things over with one another. I invite you to attend the timely and helpful program that your committees have planned and to take back home new ideas and experiences and memories of happy hours spent with friends both old and new.



G. A. SCHMIDT

I especially urge you who are attending your first annual meeting as members of the American Meat Institute to make the most of the countless opportunities that this convention affords you. Seldom will you attend any convention that brings together as many nationally recognized authorities in advertising, in live stock, economics and government as are presented in these sessions. Get around, make yourselves known, share with others your problems, ideas, and suggestions.

Each year the list of exhibits seems to increase and this convention shows the greatest number in our history. I have had a preview of some of them and recommend them as interesting and informative. The exhibit room will be open most of the time when the convention sessions are not in progress.

Our industry, like many others, faces the challenge of national defense. Much has been going on in the world since I talked before this group a year ago. Last year the complexion of Europe had changed considerably from what it had been before, but there still was a spot or two left untouched by invading armies. Today, virtually all of Europe has felt the sting of actual participation in war, and America's interest is becoming more active daily.

Our national defense program, more or less in the throes of organization a

year ago, has become a definite reality, and we in the meat packing industry are doing our *bit* to keep it running. While it is true that a country must have guns, ammunition, and first class armaments to carry on a war, the *men* behind the guns are the most important cogs. Men need food both at home and in the services and *meat* is the food around which all substantial meals are built.

Newspaper men, government officials, foreign dignitaries and others come from Europe and advise us repeatedly how that continent is in need of food and will need more in the future. We understand that they are looking to the United States for the supplies which they badly need. Secretary Wickard of the Department of Agriculture has pointed out many times that every effort should be made by the farmers and the food processors and manufacturers of this country to make more food available for people both here and abroad. Food, he states, will win the war and write the peace.

The Department of Agriculture's program during the last year has worked toward the end of stimulating demand to the point where production on the farm will be stepped up. In the case of our own industry, the government has placed a floor under prices on hogs.

Production of meat during the cur-

rent calendar year, according to estimates by the Institute's department of marketing based on information from the U. S. Department of Agriculture, apparently will be slightly larger than a year ago. The government has indicated that through its buying program for domestic use and for shipment abroad under the lend-lease program, it will maintain a minimum price of \$9.00 per cwt.

Although it is estimated that production of pork for the calendar year will be about 5 per cent smaller than a year ago, production of beef likely will be about 9 per cent greater than last year; veal about 2 per cent larger, and lamb about 6 per cent larger.

Meat Consumption Up

Domestic consumption of meat in 1941 probably will be about 2 per cent larger than a year ago. Consumption of all meats, except pork, is expected to increase. Pork consumption, however, is expected to decline slightly. Exports of pork in 1941 probably will be about four times as great as in 1940. According to a recent announcement by the Secretary of Agriculture, exports of meat and lard next year are expected to be considerably greater than this year.

Your Institute has been energetically active with the government in working out the details of supplying meat for the Army and Navy, and for shipment under the Lend-Lease Act. The Federal Surplus Commodities Corporation, since the passage of the Lend-Lease Act in March, has purchased 281 million lbs. of pork, including 175 million lbs. of cured and frozen pork and 106 million lbs. of canned pork. The cured and

CONVENTION REGISTRATION HITS NEW PEAK

The intense interest evidenced at this year's convention, arising largely from the impact of the national defense program and its accompanying developments, sent registration soaring to a new high of more than 2,200. However, the heavy turnout found E. M. Files and his capable office staff ready to meet the challenge, and registration proceeded with the customary efficiency and dispatch. At a separate desk, visiting packers found ready answers to their requests for information, while women attending the convention were provided with special facilities.



frozen pork items purchased have included substantial quantities of hams, picnics, pickled clear bellies, and dry salt meats. Among the canned pork products purchased are included canned pork luncheon meat, chopped canned ham, bulk pork sausage, canned pork tongues, and two new meat products—canned corned pork and canned pork and soya links. The F.S.C.C. has also purchased 208 million lbs. of lard and well over a million bundles of hog casings.

In addition the American meat packing industry currently is geared to the talk of fulfilling the special meat needs of an Army of over 1½ million men. Many new and specialized products have been developed and are currently being supplied in large volume in connection with this Army program. Among these new products can be mentioned defense hams and bacon, Army style boneless beef, and numerous canned items especially adapted to field use. Specifications for a lard especially adapted for Army use also are currently being developed. Government officials have expressed themselves repeatedly as being well pleased with the co-operation received from this industry in supplying these meat requirements.

Serve Britain Too

Not only are we filling the requirements of our own government, but also we are serving the needy peoples of Britain. As all of you know, one of the most difficult problems our country faces in its determination to help feed the peoples of other lands is that of transporting cured meat products with refrigeration space extremely scarce and at a high premium. Recently, our industry developed a method for shipment of products abroad in unrefrigerated space. This development is in operation now, and we believe will prove highly useful to the U. S. Department of Agriculture and the British Ministry of Food in shipping substantial quantities of cured pork products abroad without the use of refrigerated space.

In every business the question of priorities is a big issue and meat packing is no exception. We confront difficulties in obtaining the necessary machinery and supplies needed to carry on our work, but your Institute keeps in close touch with the government. At a recent joint meeting on engineering and experimentation and on purchasing practices, it was suggested that a special Institute committee be appointed to study the priority situation, as it affects the meat industry. This committee was appointed and, as you know, is already at work guiding the Institute staff, by making recommendations to the members, for their consideration in co-operating in the priority program.

One of the most perplexing and yet important problems that we have faced is the labeling requirements put into effect by the government on October 1. You are aware that your Institute and the B. A. I. have co-operated to the fullest degree in keeping our member-

EARLY VISITOR GREETED

R. W. Doe, vice president of Safeway Stores (left) chatting with Wesley Hardenbergh, president of the Institute. Mr. Doe had some nice things to say about the meat advertising campaign at the livestock section meeting and did not forget to get in a boost for California.



FIGURES FOR PACKERS

A. O. Luer (left) of the Luer Packing Co., Los Angeles, listens in while his son, Albert Luer (center) and George M. Lewis of the Institute discuss a subject of mutual interest: Convincing packers they should get and use vital facts through cost accounting.

ship informed and advised. In meeting the numerous difficulties that the labeling requirements have necessarily involved, we are fortunate in having the constant and expert guidance of the Bureau of Animal Industry.

I already have mentioned government interests in food. Since the first World War, so much information about food has become available that we now know that it isn't *how much* we eat that matters, so much as it is *what* we eat. Some foods are rich in vitamins, while others are not. Some are good sources of essential minerals such as iron, copper, phosphorus, and calcium, while others provide proteins, carbohydrates and fats. A combination of foods which provide the necessary elements in proper proportion constitutes a well-balanced diet. Although it is true that lack of income is partly responsible for one-third of the nation being ill-fed, it is also true that *lack of education* is chiefly responsible for deficiency diseases, through improper diet.

The government has stressed the importance of defense beginning at home and has pointed out that a vigorous and healthy nation is one which can better stand the rigors of war. The government has assembled a group of experts to improve the national dietary. Representatives of the National Live Stock and Meat Board and of the Institute have met with the government committees to offer the industry's aid in developing a better nutrition program.

Under the general direction of Federal Security Administrator Paul V. McNutt, M. L. Wilson has been appointed co-ordinator of the nutritional program of the nation, and he and others working with him have expressed sincere appreciation of the help given by the Board and the Institute, and have indicated a strong interest in our own meat educational program. Your Institute is keeping in close contact with those connected with the national nutrition program and has developed some proposals for Mr. Wilson which we think will be helpful in calling attention to the need for an adequately balanced diet in which *meat* plays its proper part.

Making Better Lard

I wonder whether all of you realize that your Institute maintains a comprehensive research program. Through a series of regional meetings during the past year, members have been kept well posted on the activities and findings of our researches and some of the information gleaned from this program was brought out last Friday in talks before the chemistry and operating sectional meetings.

Most of you are acquainted with research work in developing new standards for lard. Suggestions have been made by the Institute during the last year or so as to how members can improve the quality of their lard through present manufacturing facilities. One

specific means by which the Institute enables members to have helpful information available in convenient form has been the bulletin entitled "Making Better Lard."

Another research activity has been the study of the factors which cause dark cutting beef. Poor color in certain sides of beef causes, in the aggregate, considerable loss to the industry. You will be interested to learn that some very good leads have been uncovered and information soon will be available to member companies.

A research project that is already showing promising results is the study of the effect of the internal cooking temperatures of pasteurized canned meats in relation to keeping qualities.

Other laboratory work is being conducted on the use of lard in baking; on lard stability, and on bacon deterioration.

Research on Casings

Research is also being conducted on the values of natural casings. I hope you all know that the Institute recently added to its staff Claude Beall, an expert in the promotion of natural casings. Some of you already have met him. He has called on many members since he became connected with the Institute only a few months ago, has visited Army camps, and has carried on other activities on behalf of this important product of the industry.

For those of you who have been in close contact with the Institute during the last year, I don't think it is necessary to mention how active it has been in carrying on all of its many other projects. During this national emergency, we all have had more work to do, more things to know, and more alphabetical combinations to learn and to master. The Institute has served the industry most capably, and I am sure that the job for the coming year will be no less important.

Many of you will remember that last year at the Institute's convention, we spent a very interesting morning reviewing the industry's meat educational program. We learned a great deal about our product and how much we could say to the American public to increase interest in a greater consumption of meat. As the months have rolled by, we have seen that program at work, and we definitely know that the job that needed to be done is being done effectively and aggressively.

Recent surveys have indicated that consumer knowledge about meat is greater than it was a year ago. I sincerely believe that we can point to the Institute's meat educational program as the reason for this increased knowledge. Naturally, as consumers learn more about the product that they like best, they will buy more of it. Does it not seem to you that home economists, nutritionists, dietitians and doctors are recommending meat in the diet much more frequently than they were a year ago? Radio talks, newspaper releases and magazine articles often mention

Meat Industry Executives Compare Notes

1.—Paul W. Trier (left), president and general manager, Arnold Bros., Inc., Chicago, visits convention with Louis Jensen, his assistant.

2.—Edward F. and Thos. E. Wilson, in fine spirits and ready to take in the sessions.

3.—G. G. Fox, vice president, and George A. Eastwood, president, Armour and Company, and L. W. Kahn, president, E. Kahn's Sons Co., Cincinnati, discuss trade developments.

4.—Fred S. Ullman, vice president, Steiner Packing Co., Youngstown, O., chats with fellow Ohioan Harry Lavin, veteran president of Sugardale Provision Co., Canton.

5.—The earnest young man conversing with G. F. Swift (left), vice chairman of the board, Swift & Company, is J. F. Krey, vice president, Krey Packing Co., St. Louis, Mo.

6.—Convention was again honored this year by a visit from Oscar F. Mayer, "grand old man" of the Chicago packing fraternity and founder of Oscar Mayer & Co.

7.—Charles H. Swift, chairman of the board of Swift & Company.

8.—Smiles are in order as Howard C. Greer (left), vice president, Kingan & Co., enjoys a few moments with W. F. Price, former industry executive, now doing his bit for defense as adviser to the government.

9.—Introducing Jay C. Hormel, president, Geo. A. Hormel & Co., and R. A. Rath, vice president, Rath Packing Co., in the usual order.

10.—And here are John W. Rath, president of the important Waterloo, Ia., organization, and Howard H. Rath, treasurer.

11.—J. S. McLean, president, Canada Packers, Ltd., came down to see how fellow packers south of the border are getting along.

12.—An eastern trio composed of (l. to r.) George Casey, president, John J. Felin & Co., Inc., Philadelphia, Jim Scala, president, Scala Packing Co., Utica, N. Y., and W. C. Codling, general manager, Albany (N. Y.) Packing Co.

13.—John B. Cook, president, Cook Packing Co., Scottsbluff, Neb., with husky Hormel vice president H. H. Corey, one-time gridiron star.

14.—A. F. Hunt (left), vice president, Swift & Company, lends an attentive ear to E. D. Henneberry, president, Hull & Dillon Packing Co., Pittsburg, Kans.

15.—This solid phalanx of industry talent consists of (l. to r.) R. F. Gray, packing division manager, Geo. A. Hormel & Co., T. H. Hocker, Hormel purchasing agent, Arthur Dacey, Wilson & Co., and D. R. Howland, president, Miller & Hart, Chicago.

16.—Out of the great Southwest came Ed Auge (left), president, Ed Auge Packing Co., San Antonio, and Charles Bergstrom, Alamo Dressed Beef Co., San Antonio.

17.—Oscar Emge (center), president, Emge & Sons, Ft. Branch, Ind., flanked by C. E. Field (right), president, and E. L. Neubauer, vice president, Field Packing Co., Owensboro, Ky.

18.—The speaker is Sidney H. Rabinowitz, president, Colonial Provision Co., Boston; the listener, Al Lewis, vice president.

19.—G. William Birrell, secretary-treasurer, Ch. Kunzler Co., Lancaster, Pa., and A. H. Merkel, vice president, Merkel, Inc., Jamaica, Long Island.

20.—R. C. Theurer (left), treasurer and general manager, Theurer-Norton Provision Co., Cleveland, gets a straight answer from H. M. Shulman, secretary and mechanical superintendent of Hammond Standish Co., Detroit.

21.—Sam Sigman (left), vice president, K & B Packing Co., Denver, raises a laugh from Ben Rosenthal, president, Ben H. Rosenthal & Co., Dallas.

22.—They make Roberts & Oake, Chicago, tick. Left to right are Joseph Seeley, vice president, and R. J. Gunderson, president.

23.—D. J. Harrison (right) president, C. A. Durr Packing Co., Utica, N. Y., with A. P. Carpenter, his assistant.

24.—From way out in Mandan, N. D., came H. S. Russell (right), president, Cloverdale Products, and W. R. Russell.

facts about meat which I know were picked up from advertising and publicity material that has been issued by the Institute.

At the start of the campaign, the industry appropriated money to carry on the program for one year. At a meeting last summer of the board of directors, approval was given for the Institute to go to the membership again for additional funds to continue the program along approximately the same lines as during the past year. So we are going ahead with the job. Interest among those in our own industry, including retailers and producers as well as meat packers, is growing rapidly.

It is encouraging to know that during a period when food is being emphasized as it never has been before, we have our own effective program for doing a job which will help to keep our industry

prospering and growing during the coming years. I wish at this time to extend to those not now participating an invitation to join the rest of the industry and share in the benefits of the program.

I sincerely feel that the meat packing industry has been doing a job of service for the American public which is second to none. This industry is making available to every housewife in America an important and nutritious food product in a manner which cannot be duplicated in any other country of the world, and doing it at a rate of profit so small as not noticeably to affect prices to either producer or consumer.

True, the amount of money turned over in a year in the meat packing industry is the greatest of any industry with the two exceptions of steel and

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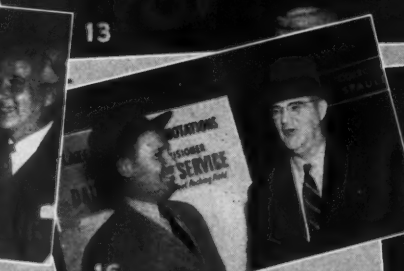
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automobiles, but it is just as true that actual earnings amount to only a fraction of a cent per pound of livestock purchased or meat sold. As a matter of fact, we should constantly be trying to increase earnings, so that we may have sufficient funds with which to carry on much needed research and educational work.

Ours is an efficient industry as well as an honest and law-abiding one. It is your responsibility as it is mine, old and new members alike, to become intimately acquainted with the history and the dreams of our industry—to know its problems and its tremendous contribution to the health and welfare of the American people. It is our responsibility to be conversant with the many ways in which our industry is playing its significant role in the national defense. It is your privilege, and this year at least your civic obligation, to visit all of the programs of this thirty-sixth convention that you can possibly attend and thus better fortify yourself and your own business to take an even more prominent part in the national defense.

CHAIRMAN SCHMIDT: Some of you may have noticed how carefully I have avoided making any predictions about prospective supplies of livestock and meat. Your next speaker makes it his business to know what lies ahead, and you and I both know his calculations are practically synonymous with fact.

C. A. Burmeister, agricultural economist of the U. S. Department of Agriculture, does not need an introduction to most of you in this group. He has appeared at several Institute conventions and the information which he has given us has been extremely helpful.

It is always a pleasure to present a friend and noted authority, speaking on "Prospective Supplies of Live Stock."

1942 Kill Will Be Larger; Home Meat Supply About Same

C. A. BURMEISTER: Two years ago, when I had the honor of appearing on your program here, the



C. A. Burmeister

war in Europe had just begun. Naturally the question in the minds of most of you then was: How would the war affect business and our economic life here? Would the Allied nations come to us for munitions and food supplies as they had done in the previous war? What would be the trend of prices? Agricultural prices had already spurted upward and then declined with equal rapidity. With conditions as they were, the outlook for the future was indeed obscure.

Perhaps you will recall that one of your speakers, Mr. McLean of Canada, in discussing the outlook for foreign trade, stated that he saw little prospect of Great Britain buying much of her food supplies from us during the first year of the war. In his judgment most of Britain's needs would be supplied by its dominions and some of the South American countries. Some of our own trade specialists, on the other hand, were more optimistic and indicated that our pork and lard exports would probably increase. The trade statistics of

1940 proved Mr. McLean to be the better forecaster, as our exports of meat products in that year were even smaller than in 1939, and they continued to decline until June of this year.

Summarizing the more important predictions I made here two years ago, I indicated that meat supplies in 1940 would be considerably greater than in 1939 and probably the largest since 1924; that most of the increase would be in pork with not much change in other meats; and that imports were likely to be smaller while exports probably would increase. Demand for meats was expected to strengthen because of increased business activity but not enough to offset the larger supplies of hogs in prospect. Hog prices during most of 1940, therefore, were expected to continue below the 1939 levels. Prices of cattle and lambs, on the other hand, were expected to average slightly higher, since supplies of these animals would show but little change.

Looking beyond 1940, the trend in all livestock production was predicted as being definitely upward, thus indicating larger supplies for slaughter during the next two or three years provided feed conditions continued favorable.

Past Forecasts Reviewed

A comparison of predictions of two years ago with what actually occurred shows only a few errors of major significance. Exports, as I have already stated, did not increase. There is little evidence also that consumer demand for meats in 1940 was any greater than in 1939. Larger quantities of meats were bought, but the amount spent per capita was unchanged and was not as great as in 1936 and 1937. Instead of the 1940 pig crop being larger, as had been anticipated in the fall of 1939, the pig surveys showed a decrease.

Nevertheless, even though the crop was smaller, hog slaughter during the marketing year for this crop—the year just ended—proved to be slightly larger than that from the 1939 crop. A year ago when the predictions were made as to the volume of slaughter in the 1940-41 year, it was anticipated that the total under federal inspection would be about 44 million head, but the records now show it to be about 48 million. The error of 4 million in the original forecast was the largest since we have undertaken to predict slaughter from the pig survey records.

The reasons as to why hog slaughter in 1940-41 was unusually large in relation to the pig crop are not entirely clear to us yet. To some extent the 1940 surveys apparently failed to show the full size of the pig crop, and the figures originally released for that year have since been revised upward about 2.5 million head on the basis of hog marketing records. There is good reason to believe that slaughter supplies in the October-December period of last year included an unusually large proportion of old-crop hogs that normally would have gone to market in the previous summer had prices been more favorable



A PREDOMINANTLY EASTERN LINEUP

Apparently pleased with the way things at the convention are progressing, the gentlemen offering smiles include (left to right) J. S. Scala, president, Scala Packing Co., Utica, N. Y., Charles Trunz, vice president, Trunz, Inc., and Edward Schwitzke, assistant secretary, A. H. Merkel, vice president, Merkel, Inc., Jamaica, N. Y., and H. R. Medici, vice president, the Visking Corp.

in their relation to the costs of feeds.

The evidence to sustain this belief is the heavy average weights of hogs slaughtered in that period and the ratio of numbers slaughtered to the size of the 1940 spring pig crop. Despite the fact that the hog-corn price ratio was generally low throughout 1940, average weights last fall were about as heavy as in years when the ratio was high. In all other years when the ratio was low, market weights in the fall were relatively light.

The number of hogs slaughtered during the October-December period last year was unusually large in relation to the size of the 1940 spring pig crop. Inspected slaughter in the Corn Belt states in that period was equivalent to 32 per cent of the crop in those states, whereas a year earlier it was equivalent to only 26 per cent. Likewise, in all the other regions the ratio of numbers slaughtered to the spring pig crop was larger than average.

Comparisons of slaughter during the January-April period this year with the 1940 spring pig crop and that during the May-September period with the fall crop of last year showed no unusual changes in the Corn Belt in the East. The ratios of slaughter to pigs raised in both periods were about the same as in other recent years. In the South and in the western states, however, the ratios were higher than usual.

Slaughter and Pig Crop

My interpretation of these changes in the relationship of slaughter to the pig crop leads to the following conclusions: Hog slaughter in the Corn Belt in October-December of last year included possibly as many as 2 million old-crop hogs that probably would have been marketed the previous summer had the hog-corn price ratio been more favorable. In the same period the inspected slaughter in the South was about 400,000 more than normally would have been expected, considering the size of the spring pig crop in that area. During the period January-April of this year slaughter in the South was again 400,000 larger than what was to be expected from the 1940 spring pig crop.

The increase in slaughter in the South in relation to the number of pigs raised



IT'S ALWAYS FAIR WEATHER WHEN PACKERS GET TOGETHER

Rain during the convention failed to dampen the spirits of these meat men. In upper photo (l. to r.) are H. L. MacWilliams, Hygrade Food Products Corp., Buffalo, H. J. Vibbert, Hygrade, Pittsburgh, I. Schlaifer, Hygrade, Detroit, and Carl Vineman and Karl Symons of Agar Packing & Provision Co., Chicago. The Morrell executives in lower photo are (l. to r.) H. C. Snyder, sales manager, Sioux Falls, George M. Foster, Morrell vice president, R. M. Othwaite, manager, Topeka, J. V. Snyder, superintendent, Topeka, and H. F. Veenker, general superintendent of all Morrell plants.

there indicates that southern hog producers either liquidated much of their breeding stock last fall and winter, or that a larger proportion of their annual production is now going to federally inspected plants. During the period 1935-39 hog production in the South greatly increased, but the low prices of hogs in 1939 and 1940 tended to discourage many hog producers in that region and production there in the last two years has been decreasing.

As a rule hogs produced in the South

are marketed at considerably greater age than those produced in the Corn Belt. It is possible, therefore, that the increase in slaughter in the South in relation to the pig crop of that region reflects more completely the expansion in hog production in that area in 1939 rather than liquidation of breeding stock. In the course of time we will know more fully the facts in the situation there.

After allowing for about 2 million more old-crop hogs carried over from the summer of 1940 and slaughtered in the October-December period of last year and 800,000 or more increase in slaughter in the South above what normally was to be expected from October to April, we are able to account for nearly three-fourths of the 4 million increase in slaughter above our original forecast of a year ago.

My reason for giving this somewhat detailed explanation of why the original prediction of probable hog slaughter in 1940-41 was so greatly in error is not to offer alibis or excuses, but to show the basis on which estimates of slaughter have been made for the current hog-marketing year.

Most of you, no doubt, have already seen statements to the effect that the



LARD EXPERTS COMPARE NOTES

Photographed before the interesting and instructive lard exhibit, are (left to right) Dr. H. R. Kraybill, Miss VeNona Swartz and Dr. F. C. Vibrans, all of the American Meat Institute, who are playing important roles in the Institute's lard program. Lard improvement and promotion work is being expanded.

Bureau of Agricultural Economics has predicted that the federally inspected slaughter in this marketing year will total about 50 million head, or about 2 million more than in the year just ended. A number of us have made estimates of slaughter independently of each other and the figures range from 49 to 50 million—the difference between the high and low, as you can see, being not particularly significant.

This prediction of 49 to 50 million hogs in federally inspected slaughter in the current marketing year is based on an indicated total pig crop in 1941 of about 83 million head. A pig crop of this number is 5 per cent larger than the 1940 crop and 3 per cent less than that of 1939. The spring pig crop this year was indicated to be about equal to the spring crop of 1940, but the fall crop this year is expected to be at least 13 per cent larger than that of last year.

Distribution of Kill

Assuming that the number of hogs slaughtered in the current year will have about the same relation to the pig crop as slaughter did in other recent years prior to 1940-41, I would expect federally-inspected slaughter from October to April to total about 30 million head, and that from May to September next year it will total about 19 million. If the pig crop this fall should prove to be larger than was indicated as in prospect in the June survey, the slaughter in the summer period next year would be expected to exceed the 19 million estimate.

The probable distribution of slaughter during the next six or seven months is of interest to you in planning storage operations. Last year slaughter during the October-December period, totaling nearly 16 million hogs, was the largest on record and unusually large in relation to that in the second quarter—January to March. This year the distribution between the first and second quarters is expected to be very different from that of last year. With the hog-corn price ratio very favorable for feeding hogs, there will be a tendency to hold hogs for increased weight gains and to delay marketing. A larger than usual proportion of the 1941 spring pigs was farrowed late and this also will tend to result in light marketings in October and November.

Some of the states which normally furnish a large proportion of the early winter supply raised fewer spring pigs this year than in 1940, whereas most of the late marketing states raised more. The number of old-crop hogs carried over from the summer is probably much smaller than last fall. All these indications point to relatively small marketings in the October-December period this year, and my expectation is for a total federally inspected slaughter of about 13 million head in that period, compared with nearly 16 million a year earlier.

If my forecast of 13 million for the first quarter proves to be approximately correct, I would expect a somewhat



larger number for the January-March period and a total of about 17 million in the January-April period of 1942. A slaughter and distribution such as I have indicated would mean about 3 million fewer hogs in the first quarter and a million more in the January-April period, as compared with a year earlier. Slaughter from May to September is expected to show an increase of at least 3 million, or nearly 20 per cent, over the corresponding period in 1941 and be the largest for the period since 1933. In only two previous years, 1933 and 1923, has the May-September slaughter exceeded 19 million head.

Slaughter during the first nine months of 1942 is expected to be the largest since the record slaughter years of 1923 and 1924, and for the entire calendar year the federally inspected total may reach 52 million head.

The geographical distribution of the pig crop this year indicates that the western Corn Belt in the current hog marketing year will furnish a larger proportion of the market supply of hogs than it has in any year since 1936. Hog production in that area is still below the pre-drought level, but in the coming year it is expected to show a greater relative increase than in other regions.

Average live weights of hogs slaughtered in the 1940-41 marketing year were unusually heavy, especially after January, and it is expected that with

Plenty Busy, but They Had Time for a Smile

Wesley Hardenbergh, president, American Meat Institute, and members of his staff had their hands full managing the biggest Institute convention ever staged, but they came through with flying colors, as these photos will attest:

1.—President Hardenbergh (right) in a brief conference with staff members R. J. Eggert (left), George Lewis and Norman Draper.

2.—H. A. Armstrong.

3.—Graham Riddell.

4.—Aled Davies and John Moninger with their best convention smiles.

5.—Henry D. Tefft.

6.—Harry Osman did his usual splendid job on the exhibits.

7.—William Gilliam was on hand from Washington.

the hog-corn price ratio continuing favorable and price support for heavy hogs, average weights in the current year may be of record size.

The export outlook for hog products is definitely related to the nation's program for defense. Since the middle of March the Department of Agriculture has been purchasing large quantities of pork and lard, most of which are being sent abroad in connection with the food-



for-defense program. Purchases to mid-September totaled nearly 300 million lbs. of pork and over 200 million lbs. of lard. The pork purchases represent the equivalent of nearly 400 million pounds of dressed weight or fresh pork. This buying program will be continued and greatly expanded in the coming year, as Secretary Wickard in recent public addresses stated that it is planned to send the British about a billion and a half pounds of pork and lard in 1942. This quantity is about equal to what we exported in the war years of 1916 and 1917 but less than that shipped in 1918.

Larger Cattle Supplies

The outlook for cattle supplies can never be presented with as much confidence as that for hogs because the marketing of cattle can, within limits, be adjusted more easily as conditions warrant than in the case of hogs. Last year the slaughter of cattle and calves increased slightly after decreasing steadily for three years. Cattle slaughter increased again this year and at a greater rate, but calf slaughter to date has shown little change. The upward trend in cattle slaughter in the last two years reflects the increase in cattle numbers that has been taking place since early in 1938. In that year the number of cattle on farms was estimated at about 66 million head. At the beginning of this year numbers were up about 5,600,000 head. Eighty per cent of this increase was in cattle other than milk cows, and 32 per cent was in beef cows and heifers.

Total slaughter of cattle and calves last year was about 400,000 head larger than in 1939, and the total this year is expected to exceed that of last year by nearly 1,500,000. Despite the large increase in cattle slaughter this year cattle numbers at the beginning of 1942 are expected to be about 2 million larger than a year earlier and almost equal to the record total of 74 million reached in 1934.

Slaughter of cattle next year is expected to be larger than in 1941, but whether or not the increase will be sufficient to check the upward trend in numbers is uncertain. Last month the

INSTITUTE ACTIVITIES

The exhibit (left) in a Drake hallway showed advertising and promotional material used during the first year of the meat campaign, including some of the sales manuals and retail store display material. The lard exhibit constituted a concise exposition of the way to make good lard—and merchandise it properly.

Secretary of Agriculture announced a program designed to secure a considerable increase in the production of meats and other live stock products in 1942. His production goal for cattle calls for a total slaughter of cattle and calves of about 26 million head, or about 2½ million more than will be slaughtered this year, an increase of 10 per cent. Such a slaughter of cattle and calves would be the largest on record and 6 per cent larger than the record slaughter of 1936. It would check the upswing in cattle numbers and place the cattle industry in a better position to meet less favorable demand conditions after the war emergency ends.

The increase in cattle slaughter this year has been in both steers and female



BAI-CHIEF VISITS CONVENTION

Dr. John R. Mohler (left), chief, Bureau of Animal Industry, and George A. Schmidt, chairman of the board, American Meat Institute, pause a moment to discuss meat industry developments.

stock. Steer slaughter for commercial use last year was the largest of record going back to 1920, and the number slaughtered under federal inspection this year will for the first time reach a total in excess of 5 million head. All the increase in steers has occurred since April. Slaughter of cows and heifers, however, has exceeded that of a year earlier in every month. Available evidence indicates that a materially larger number of heifers, and perhaps also of cows, were grain-finished, beef-type stock, and that the number of low grade cows of dairy type in the slaughter supply was smaller than last year.

The large number of steers slaughtered also reflects the big increase in cattle feeding this year. The number of cattle on feed in the Corn Belt on August 1 was 17 per cent larger than a year earlier, indicating continued large supplies of fed cattle for slaughter during the remainder of 1941.

1942 Feeding Uncertain

Whether or not as many cattle will be fed next year as in 1941 is as yet uncertain. From the standpoint of quantity of feed supplies available there is reason to believe that more will be fed, or that no great decrease will occur. Feed costs, however, are higher than last year, and prices of feeder cattle are also much higher and higher in relation to fat cattle prices. The higher feed costs and the narrow spread between the price of feeders and fat cattle may tend to discourage some cattle finishers from engaging in feeding operations.

Shipments of feeder cattle into the Corn Belt states during July and August were much smaller than a year earlier, but this smaller number may only reflect a delayed movement of cattle from western ranges. Feed and pasture conditions are unusually good throughout the country, and especially in those areas most severely affected by the droughts of 1934 and 1936. These favorable conditions will cause western cattle producers to market their cattle late and possibly carry a larger than usual proportion through the winter.

Sheep production and lamb slaughter have held relatively stable in recent

years prior to 1941. This year's lamb crop, however, was the largest of record and exceeded last year's crop by 1.7 million head, or 5 per cent. Nearly two-thirds of the increase was in the western states. The Texas crop alone totaled over 5 million head and comprised nearly one-fourth of all the western lambs. Sheep numbers in Texas have increased greatly in recent years. South Dakota, Montana, and Wyoming also showed large increases in their lamb crop this year. Most of the increase which occurred in native lambs was confined to the western Corn Belt.

Slaughter of sheep and lambs this year to date has exceeded that of a year earlier by 5 per cent. The increase was distributed throughout the entire period and it is expected that slaughter through the remainder of the year will be somewhat greater than in the previous year. The increase, however, probably will not be large. Weather and feed conditions have been exceptionally favorable throughout the range country, and the proportion of the lambs in slaughter condition in the market supply this fall will be larger than last year.

There is little indication as yet as to how many lambs will be fed this winter. Trade reports indicate a strong demand for feeder lambs and contracting of range lambs for fall delivery to feeders has been reported as very active in recent weeks. Shipments into the Corn Belt states during July and August were about 15 per cent less than a year earlier, but the movement in those months cannot be accepted as a reliable indicator of the total seasonal movement. Lamb feeding on southwestern wheat pastures will probably be on a larger scale than last fall. Returns from lamb feeding last winter were generally favorable and this probably will tend to encourage the feeding of larger numbers of lambs this coming season.

Meat Supplies in 1942

Meat production in 1940 totaled nearly 19 billion lbs. and was the largest of record. Production this year is expected to be about the same as last year but will include less pork and more beef. With the increased slaughter of cattle, hogs, and lambs in prospect for next year total meat production in 1942 is expected to reach 20.5 billion lbs. and may even exceed that volume if livestock producers strive to meet the goals recently announced by the Secretary of Agriculture as necessary to carry out the defense program. The expected increase will be about 7 or 8 per cent, but the greater part will be required for aid to Britain. Supplies for domestic use, therefore, will be about the same as in 1940 and 1941, or about 140 lbs. per capita. American consumers, therefore, need fear no meat shortage in 1942.

Feed production conditions in the last three years have been relatively favorable and plentiful feed supplies for 1942

As One Packer to Another . . .

1.—There's something of a livestock flavor to this colloquy among F. D. Cummings (left), general office, John Morrell & Co., C. A. Burmeister, agricultural economist, U. S. Department of Agriculture, and W. H. Kammert, divisional superintendent, Swift & Company, Chicago.

2.—Old buddies from Boston meet at Chicago. They are (l. to r.) W. D. Jones, Jones & Gazarian, Inc., and Dr. R. F. Vermilya, Wilson & Co., Chicago.

3.—Charles Trunz (right), vice president, Trunz, Inc., Brooklyn, and E. Schwitzke (left), assistant secretary, with Jesse M. Dietz of American Stores, Philadelphia.

4.—The voice of experience speaks as John Hawkinson (right), meat industry veteran, goes over a point with B. B. Trotter, in charge of beef department, Hunter Packing Co., E. St. Louis, Ill.

5.—Henry Manaster, Harry Manaster & Bro., Chicago.

6.—Barney Kohn (left), Guggenheim Packing Co., Chicago, shares a chuckle with Chester H. Bowman, National Provisioner Daily Market Service.

7.—Henry Wagner, Henry Lohrey Co., Pittsburgh (left), with George and Alphonse Albert, Albert Packing Co., Washington, Pa.

8.—Enjoying the hospitality of the National Provisioner booth are John J. Gleason (left), Chill Cold Mfg. Co., Chicago, and R. L. McTavish, Germantown Rendering Co., Germantown, O.

9.—S. C. Frazee of the Wilson & Co. executive offices, Chicago.

10.—Harold Gimbel, president, Gimbel Packing Co., enjoying the convention.

11.—D. R. Howland, president, Miller & Hart, Chicago, Arthur D. White, director of public relations, Swift & Company, and E. T. Swearingen, head of Swift branch house provision department, consult convention program.

12.—C. A. Olsen, district manager, Wilson & Co., Chicago, and A. W. Paulin, president, Richter's Food Products Co., Chicago.

13.—N. H. Collins, sales manager, Wilmington Provision Co., Wilmington, Del., looks over latest market quotations given by National Provisioner Daily Market Service.

14.—In center are H. W. Hamilton, man-

ager, cooked ham and Geladip department, Wilson & Co., and Frank Hoy, Hoy Equipment Co., Milwaukee. Standing are H. G. Cameron (left) and R. P. Vallee, assistants to Mr. Hamilton.

15.—Bill Johnson and A. S. Mathison, Standard Sausage Co., Minneapolis.

16.—Something funny was said, and neither C. H. Romeiser of Wilson & Co. nor Ralph Daigneau, vice president, Geo. A. Hormel & Co., missed it.

17.—C. J. Jordan (left), sales manager, Major Bros. Packing Co., Mishawaka, Ind., with J. C. Weinrich, sausage division, Wilson & Co., Chicago.

18.—The three gentlemen wreathed in smiles are Frank Hunter, jr., Hunter Packing Co., E. St. Louis, George H. Elliott, Chicago hide broker, and Floyd Milligan, fresh pork department, Armour and Company, Chicago.

19.—Big man from the South: R. K. Longino, president, Longino & Collins, New Orleans. He heads Louisiana Manufacturers' Association.

20.—East meets West. Jim Driscoll (left), president, Colorado Packing Co., La Junta, and Al Smith, superintendent, John J. Felin & Co., Inc., Philadelphia.

21.—It isn't the heat, it's the humidity, opine Ray Treinen (left), sales manager, E. Kahn's Son's Co., Cincinnati, and Charles S. Schlager, by-products department, J. C. Wood & Co., Chicago.

22.—The two gentlemen from Zehner Packing Co., Bellevue, O., are C. C. Zehner (left) and J. E. Schlicht, secretary.

23.—Sam Cohen, president, Superior Provision Co., Massillon, O.

24.—Max F. Richter, E. H. Richter & Sons, Springfield, Ill., is a steady convention visitor.

25.—W. I. McCranie, general manager, McCranie Bros., Waycross, Ga., and Bob Sthen, vice president, John Kern & Son, Portland, Me.

26.—J. C. Jacobs, head of the casing department of Armour and Company, an interested convention attendant.

27.—C. L. Elkers, Emge & Sons, Ft. Branch, Ind.

28.—E. P. Goehle, production manager, H. H. Meyer Packing Co., Cincinnati.

are now assured. With the hog-corn price ratio now at a high level, the pig crop next spring is expected to show a considerable increase over that of 1941, and be of record size, thus indicating a further increase in hog slaughter in the winter of 1942-43. Cattle slaughter also is likely to show an increase in that period.

Ordinarily the upswing in a cattle cycle continues over a period of six to eight years. Next year will be the fifth in the present cycle; and if this cycle is of the usual length, its peak would be reached in 1943 or 1944. At that time cattle numbers, if not held in check by increasing slaughter to meet defense demand, may reach a total of

78 to 79 million head, or 4 to 5 million more than the peak reached in 1934. A cattle supply of this volume would prove to be a serious problem to the cattle industry if drought conditions reduced feed supplies over wide areas and also if demand conditions became less favorable.

The increase in business activity this year has been reflected in a sharp rise in incomes to consumers. Per capita income of the non-agricultural population during the first seven months of this year is tentatively estimated as 13 per cent greater than in the corresponding period of 1940. Expenditures for meat per capita were about 18 per cent greater. The proportion of in-

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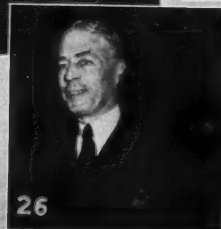
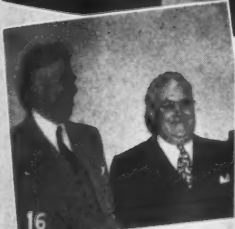
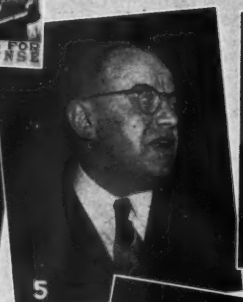
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come spent for meat this year, therefore, was somewhat greater than last year but was about the same as the average which prevailed for the previous 17 years.

Average per capita expenditures for meat during this 17-year period represented the equivalent of about 5 per cent of the per capita income of the non-agricultural population. The proportion of income expended for meat from year to year has not varied greatly, regardless of fluctuations in income. An increase in the per capita supply of meat, however, usually has been accompanied by a decrease in the proportion of income spent for meat, while a reduction in the supply has resulted in a greater part of the income going for meat.

A further increase in consumer income is to be expected, but the rise during the remainder of this year probably will not be as rapid as in the earlier months. If meat supplies for domestic use in 1942 should be about the same as this year, as now seems probable, the level of meat prices in the coming year normally would be expected to reflect the increase in income. But if there should be a material reduction in many kinds of consumer goods as a result of the requirements of defense industries for material and labor, it might well happen that retail meat prices would advance more than normally would be expected—unless, of course, meats and other food products should be subjected to government price controls.

CHAIRMAN SCHMIDT: I would like to share with you a telegram that has been received from the president of the United States Chamber of Commerce.

It reads as follows:

Wesley Hardenbergh, President
American Meat Institute
Drake Hotel
Chicago, Illinois

To the officers and members of the American Meat Institute now assembled in annual meeting, I extend cordial greetings on behalf of the chamber of commerce of the United States. For many years your association has taken initiative and leadership in demonstrating the value of organization effort in behalf of industry and in the public interest. Doubtless you are well aware of the importance of continuing this effort in solving problems growing out of the defense program and following the termination of the existing emergency. On behalf of our officers and directors I want to congratulate the Institute on its constructive work and extend our best wishes for a most successful meeting. Cordially yours,

Albert W. Hawkes, President
Chamber of Commerce of the
United States

There will be a slight change in our program this morning, occasioned by the fact that M. L. Wilson, our next scheduled speaker, has been detained.

Therefore, the next speaker on our program is a leader in the cattle industry. His experience in all matters pertaining to the production and marketing of cattle is widely recognized. He is familiar with all of the problems of the cattlemen.

It is my pleasure to introduce Jay Taylor, president of the Texas and Southwest Cattle Raisers Association, who will discuss "The Outlook for Live Stock Producers."

Cattlemen Praises Drive and Reports Improved Stability

JAY TAYLOR: Thank you very much for making an expert of me. You know, they tell me that the farther



JAY TAYLOR

away from home you get, the more expert you are, and I am a long way from Amarillo. I am very happy to be here. Homer Davison invited me down in San Antonio last year, and I didn't want to come. I said, "Now, darn it, Homer, I'm busy, and I'm scared to talk to all that bunch of packers up there, and I don't know anything to say." Well, you know Homer. He is big, and he stuck his big chest out and pushed me up in a corner, and here I am.

Ever since then, I have been trying to think of something brilliant to say to you fellows. I have cussed you so long that I thought it might be a good opportunity to say something nice about you up here. You have removed about all the things I used to cuss you about, and if Homer had just asked me to speak to you about ten years ago, I could have really got a lot of things off my chest.

I grew up on a farm down in Oklahoma, on the line of Texas, and one of my jobs was helping raise hogs and cattle. I used to help haul hogs to town on a wagon. We got up at three o'clock so the hogs wouldn't get hot, and we could sell the packer a lot of water. All the way to town I would drive this old team of mules, and these hogs would squeal, and I had to holler real loud to make myself heard above the squealing about what I was going to tell that packer-buyer once I got in town.

I grew up on a farm down in Oklahoma, on the line of Texas, and one of my jobs was helping raise hogs and cattle. I used to help haul hogs to town on a wagon. We got up at three o'clock so the hogs wouldn't get hot, and we could sell the packer a lot of water. All the way to town I would drive this old team of mules, and these hogs would squeal, and I had to holler real loud to make myself heard above the squealing about what I was going to tell that packer-buyer once I got in town.

Practicing an Approach

As I grew older, and got out of short pants, my father let me come to Kansas City occasionally with a carload of cattle. Those of you who have ever ridden in the caboose on a cattle train know the long hours that you put in there with nothing much to do. I would practice my speech of what I was going to say to the packer-buyer down in the cattle alley in the stock yards at Kansas City.

Every time, when I would get out there and see that big, gruff, busy man on the horse, and I was down on the ground, I never could think of a darn thing to say to him, either. So here I am today without much ammunition for you.

The thing that we in Texas have been



JUST A QUIET, FRIENDLY CONVERSATION

This group amid the blossoms of the Drake's Camellia House consists of E. S. Waterbury (left), Armour and Company, retired, Paul I. Aldrich, president and editor emeritus, The National Provisioner, Paul P. Aldrich, Krey Packing Co., St. Louis, Mo., and L. L. Duncan, superintendent of Krey.



most interested in seeing you packers do is advertise what we are trying to produce. You have done a grand job in advertising. Every cowman knows that. You pick up a magazine now and you see something about meat besides ham and bacon. You see a beautiful prime rib roast, you see steaks sizzling in the pan. You see things that we are raising. I think this advertising program, if you make it permanent, is certainly going to cement forever the closer relationship between the producer and the packer. You are doing a grand job in taking care of your business. I am not trying to tell you about that, but I am here to report to you of the very good feeling that cattlemen in the nation, as well as Texas, possess toward the packer for spending money to advertise beef. I hope you will make this a permanent program.

Keep Up Advertising

It seems to me that it is too good a thing to be used for one year and then dropped. Let's go along with it and if there is anything we can do in Texas to help you out, we certainly want to go along—the cattlemen and the packers. The cattlemen seem to feel that you are really interested in their problems when you spend money advertising something they are producing. All we are doing is raising a little beef.

It seems to me that this advertising program—now that we have listened to the report on an increase in cattle production—is a good hedge against too many cattle later on. If we teach people to eat beef, pork and lamb and everything else, we won't have a quick drop in prices if it turns out that we have too much later on.

Fathers and Sons at the Convention

- 1.—Otto Finkbeiner, president, Little Rock Packing Co., Little Rock, Ark., with one of his sons, Christian, who accompanied him to Chicago this year.
- 2.—C. E. Swenke, president, S. & J. Meat Co., Portland, Ore., and W. C. Swenke, his son.
- 3.—H. D. Peet (right), president, Peet Packing Co., Bay City and Chesaning, Mich., and son Douglas compare convention notes.
- 4.—Louis W. Kahn, president, E. Kahn's Sons Co., Cincinnati, and Louis E. Kahn, vice president.
- 5.—Richard Smith (right), president, John E. Smith's Sons Co., Buffalo, N. Y., and Baldwin Smith, sales manager.
- 6.—Theodore Weil (right), president, Weil Packing Co., Evansville, Ind., and Leon Weil, treasurer.
- 7.—David A. Weill (left), vice president, Berth. Levi & Co., Chicago, with his son, Leonard D. Weill, assistant manager.
- 8.—Hugo Slotkin (right), president, Hygrade Food Products Corp., New York City, was accompanied by son Hugo, vice president of the company.
- 9.—Leo May, vice president, May Casing Co. and Patent Casing Co., and Sylvan E. May, secretary.

Years ago I might have raised a little hell about prices. I am happy to report that Texas cattlemen are satisfied with today's prices. We don't want to see them go much higher. They are pretty high on some stocker and feeder cattle now. We notice the tendency of feeders

not to stock as heavily as they did last year. A lot of calves have been bought by speculators and I was worried whether or not the feeders were going to buy those speculators' calves.

Just in the last two weeks they have been moving those cattle and moving them at about the same price that the speculator paid. I know a great many speculators who would be glad to turn over their contracts now to the feeders for a profit of \$1.00 per head. I think that is a pretty good sign.

Texas Pastures Green

We were worried down in Texas, but cattle are moving now and with much more weight than they have had in some time. Shipments are later than in a great many years, due primarily to the rain. For once in my lifetime, the entire state of Texas is one big green pasture. I have never seen anything like the rainfall throughout that country and we are taking advantage of it. When the Secretary of Agriculture came out with the announcement about raising more beef, Texas cattlemen took him at his word.

I have talked to many of them who for the first time are feeding concentrates on the grass. They are trying to get more weight, trying to sell a few more cattle and trying to do their part in the defense program.

We don't know—we are a little worried about raising so many of them. We have done that before—we did it in the last war and you know the story. However, I think Texas cowmen are trying, not to raise more calves or keep more cows, but to make the cattle they have a little heavier. Conditions are also dif-

ferent and have changed since the last war. Ranches are smaller, roads are better and transportation is better.

You can take your grain out, feed it to your steers and yearling heifers and make them good and fat.

One of the things that I would like to have heard discussed at one of these meetings is the recent announcement about grass beef being as good as corn-fed beef. We have always said that you know. Those of us who don't have anything but grass beef to sell have always said that, but when the government verified it—well, what we want is the same price for these fat grass cattle that you are paying for corn-fed cattle.

Grass vs. Corn Beef

I know that you are just waiting until this convention is over and then you will get started on this thing, and I want to tell the boys back home that the thing is settled. I would like to take that message back home.

As far as we are concerned in Texas, the outlook in the cattle business is good. It is not rosy or perfect, but it is good. We don't understand a lot of things about what is going on. We simply are going along, trying not to drag our feet. We feel that whatever happens we have to play on the team. If they want more cattle, we are going to raise them. If cattle go down later on we are not going to be screaming our heads off, because any fool knows that they are going down. We are going to try to run our business so that when the market does go down we will be in a position to hang on a little longer.

You know, when someone that I know back in this "Yankee country" finds out I am in the cow business he thinks: A cowman is a hard rider and a heavy drinker, rich today and broke tomorrow. But they would like to own a ranch. They like to go deer hunting and fishing like Tom Wilson does on his ranch.

By the way, he has a ranch in New Mexico near ours. I drove through there the other day and noticed a few truckloads of alfalfa hay going up the mountain side. I stopped to talk to one of the cowboys and asked him, "What is going on? Why are you hauling this hay over here? Isn't this Tom Wilson's ranch?" He answered, "Yes, it is." "Well, what are you doing with this hay?" He said, "Every fall Mr. Wilson likes to bring out a lot of his friends and kill deer. He likes to have them think that he has a good ranch and the deer get fat, so we get this hay and scatter it around out there."

I haven't said "hello" to him yet, but I am telling you now, Mr. Wilson, that the deer will be fat and everything will be fine. The hay is all put out.

Every Easterner thinks that most of the ranches are about that kind and they think that you are going to go broke. They don't want to invest any amount of money with us at all. They just want to come out and send their dumb boys for us to look after during the summer, but they are not interested

HUSBANDS AND WIVES

1.—Mr. and Mrs. E. E. Crittenden, Mr. Crittenden is president of Smith Packing Company, Nashville, Tenn.

2.—Max Chernis, president, Boston Sausage & Prov. Co., Boston, Mass., and Mrs. Chernis.

3.—William G. Winkler, manager, cut meats department, Armour and Company, Chicago, with Mrs. Winkler.

4.—Mr. and Mrs. William F. Price. Mr. Price is an industry expert, at present working with the government in an advisory capacity.

5.—Mr. and Mrs. George S. Jacobs. Mr. Jacobs is president of Jacobs Packing Co., Nashville, Tenn.

6.—Mr. and Mrs. C. H. Herrud. Mr. Herrud is vice president of Herrud & Co., Grand Rapids, Mich.

7.—D. F. Ralston, canning superintendent, Tobin Packing Co., Fort Dodge, Ia., and Mrs. Ralston.

8.—Mr. and Mrs. Leo B. Lavin. Mr. Lavin is vice president of Sugardale Provision Co., Canton, O.

9.—R. P. Rosbach, proprietor, Kieffer Sausage Co., St. Paul, Minn., and Mrs. Rosbach.

10.—James J. Driscoll, president, Colorado Packing Co., La Junta, Colo., with Mrs. Driscoll.

11.—Mr. and Mrs. William Lexier. Mr. Lexier is superintendent of Home Packing Co., Terre Haute, Ind.

12.—Mr. and Mrs. William Greenhouse. Mr. Greenhouse is general manager of Renee Packing Co., Syracuse, N. Y.

13.—Mr. and Mrs. E. A. Schmidt, registering at the Institute desk. Mr. Schmidt is president of the Schmidt Provision Co., Toledo, O.

14.—Mr. and Mrs. A. C. Hofmann. Mr. Hofmann is president of Hofmann Packing Co., Inc., Syracuse, N. Y.

15.—Mr. and Mrs. Edward Meyer, Kamm Sausage Co., Oshkosh, Wis.

16.—Julius Lipton, president, Aromix Corp., with Mrs. Lipton.

17.—Mr. and Mrs. Ronald Marks, Enterprise, Inc., Dallas, Tex.

18.—Dudley Smith, American Meat Institute, and Mrs. Smith.

19.—Fritz Groeneveld, New York provision broker, with his wife. The Groenevelts flew their own plane to the convention.

20.—Mrs. and Mrs. Roger Sprague of Baker Ice Machine Co., Inc., Omaha, Nebraska.

21.—Mr. and Mrs. Louis A. Spetnagel, Cronkhite-Bosanke Supply Co., Inc., Denver, Colo. Mr. Spetnagel is president of the company.

22.—Mr. and Mrs. Walter J. Best, Best & Donovan, Chicago.

23.—Mr. and Mrs. M. K. Dixon, J. S. Bell Jr. & Co., wholesale distributors, Norfolk, Va.

24.—Mr. and Mrs. Earl Hill. Mr. Hill is with the U. S. Slicing Machine Co., La Porte, Ind.

25.—Wm. A. Willcuts, office and credit manager, Kuhner Pkg. Co., Fort Wayne, Ind., with Mrs. Willcuts.

26.—Mr. and Mrs. Martin A. Saxe, Spicene Co. of America, Flushing, N. Y.

27.—Mr. and Mrs. Robert R. Ballantyne. Mr. Ballantyne is treasurer and general manager, Packers Equipment Corp., Cincinnati, O.

28.—Mr. and Mrs. C. T. Lenzke, C. T. Lenzke Co., Detroit, Mich.

29.—Mr. and Mrs. Vernon S. Bernstein, San Francisco Casing Co., San Francisco, Calif.

30.—Sol Morton, who is president of Meat Industry Supplies, Inc., Chicago, and Mrs. Morton.

in putting in any money. However, times have changed just a little. I am sure that a good many of you are aware



THEY ALL KNOW HOMER

Livestock producers from all over the United States know Homer Davison, vice president of the Institute. Here W. J. Breakenridge (right) of Dinsdale, Ia., a successful cattle feeder, is getting some timely information.

of that fact. It seems to me—I am not an old timer and I cannot speak with much authority—but it seems to me that the things that make cattlemen go broke are drought and low prices and bad credit. Now, I would like to tell you what we are doing about credits.

We took a licking years ago when the bankers gave us 90-day paper: of all the silly things in the world, 90-day paper for cattlemen is the worst. Why should the cattleman who has a 12-month proposition get 90-day paper? We now have our own loan companies which are organized to provide a safe and sane credit arrangement for the cowman.

These credit corporations are controlled and operated by cattlemen who draw no salaries. They are interested in the setup for its stabilizing value and I don't think you will see the wild liquidation in the next depression that you saw during the last one.

We are not interested in foreclosing on a lot of cattlemen. We want them to stay on the ranches. The cow is going



to produce a calf just the same, whether the price is \$20 or \$40, and they are not interested in the depression.

You will not find today the wild borrowing that went on during World War I. We say "No, no," to the old boy who wants to borrow all the money to buy a herd of cows. He has to dig deep into his pocket to pay part of the purchase price. I think that, too, is a great step toward stabilization.

Then we have our marketing agencies, 21 of them, with which we try to see that you birds don't steal the cattle when they come to town. We are learning some of your problems and we can say to our producers, "They ought to have brought 10c, but there were a lot of cattle there today, and we couldn't do it. We gave them a run for their money."

We think that a close association on markets is going to prevent all these peaks and valleys in the life of the cattleman back in Texas.

Prepared for Drought

Now the drought is something that even Mr. Burmeister cannot do anything about. I don't think we are going to suffer from the next drought as we did from the last one. I remember the last drought. I was cutting up bear grass and yucca, feeding it to the cows, trying to get them through the winter and seeing them die. There was no place to buy feed. I even shipped cattle to Michigan and Virginia in trying to run from the drought. We had no surplus feed in Texas.

Times have changed. Government dams have been built and irrigation systems established all through the West. Roads are better. You can put hay on a truck and bring it to your cattle. We have been taught about silage. Nearly every cattleman now has trench silos filled with feed he never intends to use until the next drought. Fly over any ranch and you will see the piles of silage stored for the next drought.

I think it is a good thing for you packers to know that we are trying to stabilize our industry. As I said before, we feel that we are sort of a team with you. We want to play on your team and we want you to play on ours.



YOUNGEST CONVENTIONEER

Babbette Elaine Frank, 2 years old, daughter of Robert Frank, Sausage Manufacturers Supply Co., and granddaughter of Walter Frank, Frank & Co., Milwaukee, Wis., was a little hesitant about posing for the cameraman, but finally consented to take a position in front of a convention sign in the lobby.

During the last few years it has been my privilege to get a little better acquainted with some of the packers. After I got out of debt and could buy a ticket around I met some of you and found that I liked you. The moral is, let us make a little money and we will get around and see you.

Packers and Cattlemen

As I have gone around I have found that the average packer is about as I am. He wants to have a little fun; he wants to make an honest profit; he wants to do what is right; he doesn't want to break any laws, and he wants to buy cattle just as well as he can and sell them just as well as he can. That brings us up to the subject of prices.

There is very little a cowman can do about prices. I don't know how you can do it, but prices are in your hands. The cowman has always put them there

and he always will. It is your responsibility since you can do more about prices than we can do.

I think your advertising campaign is one that will bear a lot of fruit when it comes to the price situation. That is another reason why we're not going broke in the next depression.

Our ranches have been improved through the AAA program and through a sympathetic President and an understanding Secretary of Agriculture. Through the range program we built tanks and dug wells and made dam spreaders and we did about everything that could be done to conserve the soils of our ranches.

A lot of you people may have thought it was a handout. However, if you were to set foot on that soil, view the wonderful condition of the range country, and see for yourself our water and soil conservation, you would agree that this is one of the greatest programs that we have ever had. I think the fact that a cow doesn't have to walk half a day to get a drink of water, and lope half the night to get grass, constitutes one of the stabilizing factors in the cattle business. It took the government to do it. We couldn't do it by ourselves, but with the aid of the government we are certainly succeeding in stabilizing our ranches.

Now, as I have said before, we like this advertising program. We think it's great and want you to keep it up. We are very much interested in nutrition. We think that is one of the greatest stories of all. My wife buys these Vitamin A and B₁ pills for our children, but they tell me there isn't a "durned" thing in any of them you can't get out of a good piece of meat. Yet advertising has sold her on the idea that she has to give the youngsters a little B₁ once in a while in a capsule. I think our nutrition story will eliminate a lot of that.

We like what you have done on lard. We think that you haven't gone far enough. I realize the foreign situation has removed the lard surplus. Nevertheless, the cowman is interested in lard. He hates to see lard selling for less money than the live hog because he knows what it is going to do to his cattle prices. We hope to see you continue stabilizing lard and making it better so that the housewife will buy it and use it.

We like the National Live Stock and Meat Board. We appreciate the support you packers are giving the Board. I don't know who thought of organizing the Meat Board, but it was a great thing. I have been on the Board a few years, and sit around the table with packers and stockyards people, commission men, retailers, wholesalers and everyone else connected with the industry. I learn a great deal about some of their problems, and I find out that beef isn't everything—that we must consider all these other things. I think the National Live Stock and Meat Board is the proper board to solve a lot of those problems, and I bring you our heartfelt



FROM FAR AWAY HAWAII

Scene at convention registration desk as E.R. Bardin (right) of the Hilo Meat Co., Ltd., Hilo, Hawaii, gets his tag. Mr. Bardin, manager of the company's hotel and restaurant department, came about 4,700 miles to attend the Institute convention at the Drake.

thanks for your matching dollar for dollar with producers in supporting the Board; we hope you will continue it. We hope a lot of packers in the markets which are not contributing will get on the team and start playing ball with us. The Board is the one institution, it seems to me, which has the real interests of everyone at heart and where every man can have his say.

We like to have you fellows come down to our country. We have had Mr. Swift and Mr. Wilson and a great many others at our conventions and we like to have you visit us. We like old Homer Davison, too. He is always around at our conventions. We like to see Ed Wentworth and Harry Simpson and Jerry Thorne.

I bring to you from Texas best wishes for a successful convention, and invite you to come down and see us.

CHAIRMAN SCHMIDT: I wish to announce that this year the nominating committee was appointed in advance of the convention. This was done in accordance with a suggestion by members of past committees that the group has found it difficult to perform its functions on Monday and Tuesday. Therefore, the committee was appointed in advance and held a meeting yesterday.

The membership of the committee consisted of the following:

George M. Foster (chairman) John Morrell & Co., Ottumwa, Ia.; H. W. McCall, J. H. Allison Co., Chattanooga, Tenn.; F. W. Specht, Armour and Company, Chicago; H. A. Mady, Carstens Packing Co., Tacoma, Wash.; F. E. Wilhelm, the Cudahy Packing Co., Chicago; George A. Casey, John J. Felin & Co., Inc., Philadelphia; H. H. Corey, Geo. A. Hormel & Co., Austin, Minn.; E. D. Henneberry, The Hull & Dillon Packing Co., Pittsburg, Kans.; A. W. Brickman, Illinois Meat Co., Chicago; Louis W. Kahn, the E. Kahn's Sons Co., Cincinnati, O.; Howard C. Greer, Kingan & Co., Indianapolis, Ind.; Oscar G. Mayer, Oscar Mayer & Co., Chicago; W. F. Schluderberg, the Wm. Schluderberg-T. J. Kurlde Co., Baltimore, Md.; A. D. White, Swift & Company, Chicago; Charles Trunz, Trunz Pork Stores, Brooklyn, N. Y.; Edward F. Wilson, Wilson & Co., Chicago.

Our convention now moves ahead to 1942, and presents a streamlined program starting in November, and continuing through April, 1942. Everything that you will see and hear is new. The session purposely passes for the moment, the substantial progress of the past year, and looks into the future as the meat educational program advances into its second year. You have a vested interest in the meat business and its future, and owe it to yourselves to absorb every bit of the new information to be presented.

We will hear briefly from five able speakers, presided over by G. F. Swift, chairman of the advertising policy committee. I know personally, as do many of you, that Mr. Swift has given untiringly of his time and thought to help establish the campaign during the past

year. Mr. Swift has earned the thanks of all of us, and of the industry itself, for the effort and ability that he has contributed, to make the program so outstandingly effective.

G. F. SWIFT: It is not our intention this morning to review past advertising activities with you. You have been posted from time to time from headquarters as to the progress of the campaign. You have seen the advertising and seen the publicity, and you have been in active touch with the program in the field. We are going to briefly bring before you some of our future plans. It is a great pleasure to present R. A. Rath of the Rath Packing Company, Waterloo, Ia.



G. F. SWIFT

Rath Tells Packer, Industry Benefits From Ad Campaign

R. A. RATH: I think that at the very start of these remarks I should speak of the very fine support your advertising planning committee has received from the chairman of the policy committee, G. F. Swift. He has been close to our activities at all times and has given most freely of his time in the interest of our program.



R. A. RATH

Also I want to express my appreciation of the manner in which the membership of the advertising planning committee has worked on this program. Meetings of the full planning committee, together with the advertising agency, and the Institute staff, have been held monthly, or more often, during the last 18 months, and these meetings usually constitute a full eight-hour day. Members of the committee attend from various parts of the country. They have given their time freely and their best thought has gone into this project. I would like to read their names to you, and have each man stand up so you can see who he is:

Don Smith, vice chairman, advertising manager, Wilson & Co., Chicago; V. D. Beatty, advertising manager, Swift & Company, Chicago; W. W. Chamberlain, Chamberlain & Co., Boston, Mass.; Henry Coffin, president, Gibson Packing Co., Yakima, Wash.;

H. H. Corey, vice president in charge of advertising, Geo. A. Hormel & Co., Austin, Minn.; W. K. Freiart, director, public relations division, Wm. Schluderberg-T. J. Kurlde Co., Baltimore, Md.; Emmette V. Graham, advertising manager, Tovrea Packing Co., Phoenix, Ariz.; Edward P. Harrison, advertising manager, Rochester Packing Co., Rochester, N. Y.; H. W. Jameson, general manager, David Davies, Columbus, Ohio; F. M. Kleppe, general manager, H. Moffat Co., San Francisco, Calif.; Carl G. Mayer, vice president, Oscar Mayer & Co., Inc., Chicago, Ill.; Winston G. Moody, sales manager, Houston Packing Co., Houston, Texas;

G. A. Morrell, director of publicity and advertising, John Morrell & Co., Ottumwa, Ia.; Henry Neuhoof, Jr., Neuhoof Brothers, Dallas, Tex.; A. J. Rieder, sales and promotional manager, Fried & Reineman Packing Company, Pittsburgh, Pa.; Milton J. Schloss, E. Kahn's Sons Co., Cincinnati, Ohio; George A. Schmidt, jr., Stahl-Meyer, Inc., New York, N. Y.; Walter Seiler, general manager, Karl Seiler & Sons, Philadelphia, Pa.; L. C. Steele, vice president, the Cudahy Packing Co., Chicago, (Represented by M. F. O'Shea); V. T. Norton (ex officio), the Cudahy Packing Company, Los Angeles, Calif.; J. E. Weber, advertising manager, Armour and Company, Chicago; A. D. White (ex officio) public relations department, Swift & Company, Chicago.

The thanks of the chairman of your committee and the thanks of the entire industry are due to you men for your splendid work in the last year.

Institute Staff Praised

I think I should speak also at the start of these remarks of the continuous and capable support that we have had from the Institute staff: Your president, Wesley Hardenbergh; your vice president, Homer Davison, bring home the value of this program to many livestock producer organizations; D. V. Pinkerton, who was added to the staff some six months ago as director of this meat educational program; Norman Draper, in charge of the publicity and continuous contacts with the American Medical Association and their Council on Foods and Nutrition; William Kinnaird, in charge of contacts with the advertising agency, the ordering of dealer material, and budget matters; and the good work of George M. Lewis, J. H. Moninger, Aled Davies—all of these people and others of the staff have given unsparingly of their time throughout the year in addressing regional meetings and in the many other activities of this program.

As you know, we retained the services of the Roper research organization at the start of the campaign, and we have found their counsel so beneficial that an arrangement was made for Elmo Roper to be present at each of our monthly advertising meetings.

Due credit should also be given to Leo Burnett, Richard Heath, Mr. Duncan, and others of the Leo Burnett ad-

vertising agency, and to the constant cooperation of R. C. Pollock, general manager of the National Live Stock and Meat Board, and his staff.

Whatever measure of success this program has attained is due in large part to the hard work, the enthusiasm, and the fine spirit of co-operation shown by all of these individuals.

This industry has been recognized for years for the fine job it does turning livestock into meat. Its efficiency is, to my knowledge, not equalled by any other industry in this country.

Chance to Improve Selling

We are now offered an opportunity in this educational campaign to bring the selling methods of this industry up to a point comparable with the excellence of our operations.

There are many examples in the industry of packing firms which have used this program in various ways to improve their individual operations. I think, for example, of a packer in the Pacific Northwest who, by mailing copies of each of the professional advertisements on meat to physicians in his locality, has been able to do an effective job of educating the medical profession on the newer knowledge of meat and nutrition. Word about meat is simmering down from the medical men to the housewives in his territory with obvious results.

A packer in the South has made wide use, in his advertising, of mats and illustrations tying in with the advertising and has been highly successful in focusing the attention of consumers in his area on the broad merits of meat as a product with specific application to his own brands of products.

A packer in the Middle West reports that he has been most successful in improving his relations with his retail customers through the tactful explanation of how he is assisting in an effort to make the retailers' customers more intelligent in their buying habits.

The opportunities are tremendous for building better relations with dealers through this campaign. A resolution passed at the recent annual meeting of the National Retail Meat Dealers Association is indicative of the way the leadership of the retail industry regards this program. I would like to read it to you:

"Whereas, for hundreds of years meat has been the mainstay of the diet of progressive people the world over (our hardy American pioneers early recognized the staying qualities of meat, which permitted them to endure the hardships their mode of living demanded);

"Whereas, after many years of exhaustive research, science has at last demonstrated the truth that meat contains a large proportion of the vitamins and minerals essential for healthy growth, vitality and well being;

"Whereas, it is generally recognized that the United States of America is a nation of meat eaters and that it

Company Delegations Turn Out in Force

1.—The two meat packing branches of the Luer family were ably represented by (l. to r.) C. A. Luer, manager, Luer Bros. Packing Co., Alton, Ill., Albert T. Luer, secretary-treasurer, Luer Packing Co., Los Angeles, and Mrs. Luer, and A. O. Luer, veteran president of the company. At right are D. L. Saylor, president, Luer Bros. Packing Co., Alton, and Mrs. Saylor.

2.—Paul Kunkel (center), secretary, Fred Busch Sausage Co., flanked by Peter Andress and Peter Leider.

3.—This pleasant group from Madison Packing Co. consists of (l. to r.) Zack T. Ritsos, John Frangoulis, president, Mrs. Ritsos and Paul L. Alexander.

4.—Mr. and Mrs. R. M. Othwaite (left) enjoy dinner with Mr. and Mrs. George A. Morrell. Mr. Morrell is director of public relations for John Morrell & Co.; Mr. Othwaite, general manager at Topeka.

5.—M. Greenberg; George Schlereth, vice president, H. H. Meyer Packing Co., Cincinnati; his daughter, Miss Stella E. Schlereth; M. E. Applegarth, Meyer foreman, and E. P. Goehle, production manager for the company.

6.—The Sucher Packing Co. delegation arrives from Dayton. Left to right are Mrs. Charles W. Sucher, Charles W. Sucher, secretary, Mrs. Louis A. Sucher, Miss Frances Sucher and Louis A. Sucher, vice president.

7.—Peter Eckrich trio between convention sessions: Carl Kloess (left), purchasing agent for supplies, John Eckrich, director, and Frank Boffey, purchasing agent for meats.

8.—Kuhner Packing Co., Ft. Wayne, Ind., turned out in a big way. First row (l. to r.): Mrs. E. J. Strasser, Mrs. Gus Wiehl, Mrs.

Robert De Young and Mrs. E. Collins. Back row: E. J. Strasser, manager, Gus Wiehl, sausage department, Robert De Young, sales manager, and Edward Collins, superintendent.

9.—Harry Cohen (right), vice president and general manager, Bookey Packing Co., Des Moines, with a group of his men. Left to right are A. E. Clark, sales manager, N. B. Miler, superintendent, and L. A. Hanrahan, sausage department manager.

10.—F. J. Herman (center), president, Herman Sausage Co., Tampa, Fla., with I. L. Wooten (right), vice president, and P. A. Tarnow, sales manager, got a kick out of the convention.

11.—Howard Bartlow (center), president, Bartlow Packing Co., Rushville, Ill., finds himself well attended by folks from the home town. They are Mr. and Mrs. Dale Davis (left) and Mr. and Mrs. William O. Michaels, both Bartlow men.

12.—Banfield Packing Co. representation. First row (l. to r.): Mrs. B. Paul Thompson, Mrs. S. R. Davidson, Mrs. R. C. Banfield and R. C. Banfield, president. Back row: W. J. Otjen, vice president, Enid, Okla., plant, B. Paul Thompson, manager, Tulsa plant, and S. R. Davidson, manager Ft. Smith, Ark., plant.

13.—They're from Missouri: John Gronck, provision manager, L. L. Duncan, general superintendent, and R. R. Klauke, sales manager, Krey Packing Co., St. Louis.

14.—This delegation from John Morrell & Co. includes (l. to r.) A. A. Bierwith, supervisor, New England district; A. W. Schafer, office manager, Newark; E. J. Crier, legal department, Ottumwa; A. B. Collier, sales manager, Ottumwa; B. J. Libbert, assistant sales manager, Sioux Falls, and H. F. Veenker, general superintendent.

stands foremost among the leading nations of the world in industry, scientific research, and wealth; and

"Whereas, the American Meat Institute has seen fit to acquaint consumers with the nutritive virtues of meat by an extensive meat promotion program, therefore be it

"Resolved, that this fifty-sixth convention of the National Association of Retail Meat Dealers convened in the City of Detroit, Michigan, the week of August 3, 1941, go on record endorsing the program, and further that the American Meat Institute be requested to continue its plan of publicizing the value of meat in the balanced diet indefinitely with the assurance of 100 per cent retailer co-operation;

"Resolved, that a vote of thanks and appreciation be extended the Institute for appropriating the funds and talents essential for a successful campaign; and

"Resolved, that a copy of these resolutions be forwarded to the office of the American Meat Institute."

Similar resolutions have been passed by state and other retail organizations.

A packer in the Middle West has made a concerted effort to explain to

livestock producers whose product he buys, what he is doing to increase the consumption of livestock products. He reports that he has been successful to a great degree in getting effective support from these livestock men as a result of his continuing educational effort in this direction.

How Some Reap Benefits

A packer on the West Coast, by tying in his sausage selling program with the Institute's program this summer, was able to show results exceeding any previously recorded by the company on sausage products.

An Eastern packer has had his salesmen specialize on improving dealer advertising through use of material available in this program. He reports that the success of his men doing this job has improved the level of retail food advertising in his territory and has increased the extent to which his own products receive sound promotion in dealer advertising.

The essence of the opportunity in this program comes from the fact that through it we are enabling the housewife to do a sounder job of buying food for her family. By emphasizing thrift

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and by showing the woman how to use thrifty cuts, we are giving her an opportunity to do a better job of feeding her family on a given budget. Similarly, by pointing out the food value of meat to the general public, we are making it easier for the woman to avoid the perils of "hidden hunger"—a highly important factor, because we seem to be finding increasingly that families with good incomes do not always eat properly.

A general point which I would like to mention in connection with this program is that the study we contemplate making of consumer habits on products of our industry which are sometimes neglected—as, for example, bacon and lard—presents us with a real opportunity to focus attention on problems which we may not have realized existed. The opportunities in this, I believe, are tremendous.

Study a Lard Program

A sub-committee on lard has been appointed, under the chairmanship of George Morrell, and another sub-committee under M. F. O'Shea to explore the buying habits of the public and to develop properly a program that might work to best advantage in the future on these two items.

It is perhaps unnecessary to say that this meat educational program represents our greatest opportunity to put more meat on the table. The entire direction of the effort is to show the housewife how good meat is for her and her family, how to prepare it so it will taste better, and how to buy it wisely. We know we are moving forward in this regard.

We have in this program an op-



OPINION FORTHCOMING

Jesse Dietz (right), American Stores, Philadelphia, appears to be the immediate center of attention in this group which includes (l. to r.) Fred Foster, buyer for the large eastern chain store organization, John L. Crowley, provision department, the Cudahy Packing Co., Chicago, and J. W. Christian of the Cudahy sales department.



portunity which goes far beyond our own interests or our own industry. Failure of the people to recognize the necessity for adequate quantities of meat in the diet has not been beneficial to our national well-being. By calling the attention of all classes of the public honestly and vigorously to the important part meat plays in the diet we as an industry are contributing to the improvement of the public health—to the building of a stronger, more vigorous nation.

Fortunate in Timing

We have been tremendously fortunate in our timing in this program. As we have told the story of the food value of meat, the resources of the entire nation have been centered on making the people conscious of the need for good food and an adequate diet. Our program has tied in and will continue to tie in with the great national effort being made to make America strong by making Americans stronger. It represents an opportunity for us for the additional reason that in telling the story of meat we have been accurate in our claims and have recognized that man does not live by meat alone.

Our industry has an opportunity, through this program, to buy the best insurance possible for future successful operation. None of us knows what lies ahead for our industry and for all industry. We know, however, that the time will come when the best demand possible for our products may have a great deal to do with the satisfactory operation of this industry and

the satisfactory operation of the livestock producing industry. Under present conditions it may be difficult to build up a financial reserve out of earnings, adequate to see us through any extended period of difficulty; but we do have the opportunity now to build up a true recognition of the value of our products in the public mind. The customers whom we can gain now may be of unthought-of importance to the meat packing industry ten years from now.

Our opportunity is enhanced because we are telling the story of our product to people who have the money with which to respond to our messages. Lack of buying power frequently restricts people from trying products with which they are not familiar. At this time, the presence of good buying power enables virtually all people to find out for themselves that what we are telling them is true with regard to meat's value and its economy.

I know you will agree that the success of the meat educational program, of course, cannot be left alone to the planning committee, or the Institute staff, or the advertising agency, but we must have the same degree of co-operative effort among the participants and their organizations if we are to get the most out of the program collectively and individually.

Grasp the Opportunity

This campaign, like all opportunities, must be grasped if we are to get maximum returns from it. Our stake in it is so great that it is imperative that every factor in the industry take it and make it his own. The maximum benefits will begin to accrue when every packer's salesman is doing his part to tell the story of meat to his retail customers; when every retailer is himself convinced that the product he is selling is the finest food in the American dietary; when every woman who sees our advertisements has the facts about meat which we tell her brought to her mind by the dealer from whom she buys.

Taking advantage of this opportunity means work for all of us in this industry. It means work for the packer

GETTING THINGS SETTLED

UPPER: Frank Hunter (left), president, Hunter Packing Co., E. St. Louis, with F. G. Haeussermann of St. Louis and L. D. Flavell, vice president and treasurer, Du Quoin Packing Co., Du Quoin, Ill. CENTER: E. L. Neubauer, Field Packing Co., Owensboro, Ky., M. W. Smith, Archer-Daniels-Midland, and Bob Minton, manager, Blue Bonnett Packing Co., Fort Worth, Tex. LOWER: A. Zitin, Royalist Provision Co., Philadelphia, Bernard C. Zitin, and Joseph Belack, Friedman & Belack, Philadelphia.

executive in convincing his directors of the need for the campaign and of the possibilities in it. It means work for the sales manager in selling his salesmen on the necessity for telling retailers about the food value of all meat. Convincing salesmen that this is an effective way in which to build sales of an individual product is no easy job for a sales executive. This program means work for the salesman—constant plugging of the all-important facts about meat's good value and economy, everlasting effort in getting the dealer to do a better job of merchandising and of advertising.

Our program of educating the public, the dealer, and the salesman as to the proper value of meat in the diet and the proper methods of preparing meat is not a matter of a one-year program, or of two years, but a continuous co-operative effort to achieve our common objectives.

As an industry, we are acquainted with hard work. The progress of the meat packing industry has been built on it. As an industry, we shall continue to apply it to this campaign in its formation and in its execution. Such an opportunity may be lost if not all of us take advantage of it; so let us make the most of it.

Louis E. Kahn, after service in the Quartermaster Corps as First Lieutenant, has now returned to civilian life and resumed his position on the planning committee.

CHAIRMAN SWIFT: I take pleasure in presenting the next speaker. He is a man who has surveyed the future for us, who records consumer attitudes toward our problems and establishes a background of sound facts from which we proceed. You are familiar with his name and with the importance of the surveys that he has conducted, including the *Fortune* polls. We have been fortunate, indeed, to have him sit in on so many of our councils, particularly in the planning committee meetings. Since other contacts bring him to Chicago monthly, we have timed our planning committee meetings for the same day so that we can get the benefit of his important guidance. I take great pleasure in introducing Elmo Roper.

Roper Survey Sets Up Targets for Ad Campaign Artillery

ELMO ROPER: I notice that the program reads that I am to speak on the subject of "What America Thinks." In view of the unlimited scope of that subject, and the limited nature of our time, I hasten to say that I am only speaking on the subject of "What America Thinks About Meat."



ELMO ROPER

First, I should like to say that in all the conventions I have attended and all the speeches I have heard, from a pure, common-sense, practical standpoint, the most inspiring talk I have ever heard was that given by Mr. Taylor this morning. I think when you can get a Texas cattleman and a government representative in the same room speaking to a meat packers' convention, and not have the language reminiscent of that of the longshoremen's convention, you have really arrived at something of a millennium.

I am glad, incidentally, that you folks continue to call your annual meetings a convention. I know that some of the associations are now referring to them as conferences. You know the definition of a conference. A conference is a group of men who individually can do nothing, but who collectively can meet and decide that nothing can be done.

On July 16, 1940, we were commissioned by the American Meat Institute to find out all we could about the meat consumption habits of adults and their attitudes toward meat including, if possible, what prompted people to eat meat and what deterred them from eating more meat than they do. Perhaps we should spend a few minutes in describ-

ing our approach to the problem.

Our first step was to assign four people from our New York staff to the task of having long, rambling, rocking-chair conversations with about 200 ordinary consumers (both male and female) and doctors and domestic science teachers to determine the type of information we might ultimately learn from the public itself.

When this had been done, a trial questionnaire was worked out and sent to 17 different parts of the United States to find out whether or not there were regional differences which might conceivably alter our line of approach when compared with what we had learned in our original explorations in the East. Five hundred fifteen people were interviewed on this preliminary questionnaire and each interviewer—a member of our regular staff of field interviewers—wrote in detail his reactions to the questions themselves and the respondents' reactions toward the questionnaire as a whole. With this information, we devised what amounted to four separate studies.

Who Was Surveyed

The major study involved the use of a questionnaire among a true cross-section of male and female adults in the United States to the number of 5,162. The second part of the study involved persuading roughly a fifth of these—representing a good cross-section by economic levels—to keep a record over a period of one week as to what they ate and drank for each meal during the seven days. The third part was the interviewing of 705 general practitioners, diet specialists, domestic science teachers and dentists to learn their attitudes toward meat and meat eating. The fourth part involved our interviewing staff's sitting in 119 butcher shops and making observations on what actually happened in a meat store from the time a customer came in until she left.

In the case of the consumer cross-section, we drew on all groups and economic levels in exactly the same proportions we have used in the *Fortune* Magazine Survey of Public Opinion. We regard the sample as representing adult America in microcosm. Among the doctors and other food experts we tried for a good spread by size of place, geographical area, and age of the respondent. The butcher shops studied represented a fair spread of independent stores and chain stores and included stores serving the upper classes, the middle classes and the lower classes in all sections of the country.

We came out of this study with two major encouraging facts. Probably most important is that people regard meat as the most indispensable part of their diet; it is the food that "sticks to your ribs"—the food that keeps you longest from getting hungry again. In short, it is regarded as being the best food for the purpose of satisfying hunger. The second most encouraging thing is that most people expressed a



GOOD MEETINGS IN THE LOBBY, TOO

Getting "shot" in the pleasantest way are (left to right) Frank N. Davis, Meat Packers Guide; C. M. Lee, Chris Finkbeiner, and Otto Finkbeiner of the Little Rock Packing Co., and Richard von Schrenk of The National Provisioner.

definite liking for the taste of meat. Taste is a powerful incentive, and, to depart for a moment from the strictly commercial, it seems to me a fortunate and well-planned arrangement that most people should like the taste of that thing which they also feel is the best thing for satisfying hunger. Not everyone who feels that work is the best means of satisfying human wants was fortunate enough to be born with a "taste for work."

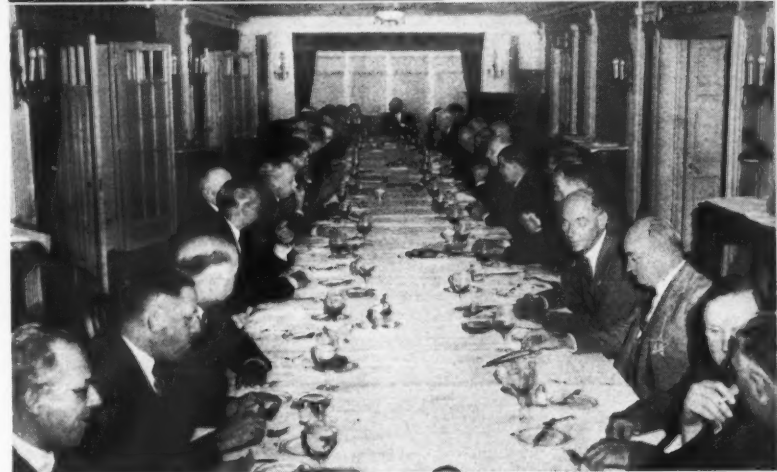
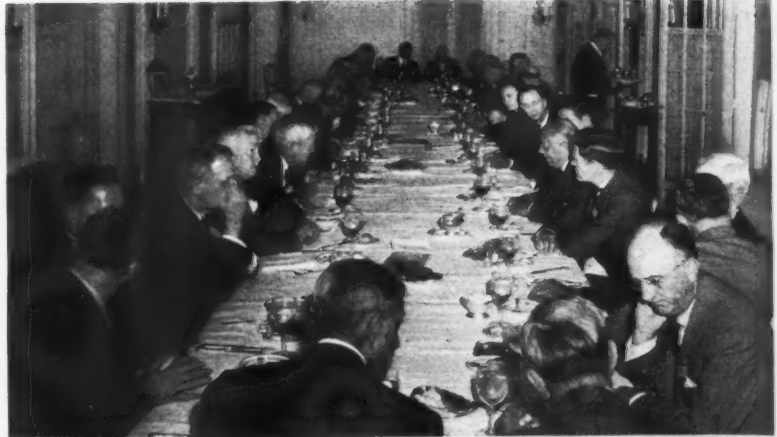
It was found that 98.8 per cent of all the adults interviewed ate meat on some occasion. More meat is eaten in the evening and at noon than in the morning. About 60 per cent of the evening meals contain meat and about half of the noon meals contain meat; whereas about one-third of the breakfasts contain meat. It was naturally discovered that there were differences in meat eating habits by such classifications as sex, geographical area, and the like. Men eat more meat than women and people doing physical labor eat more meat than people working at desk jobs.

Geographical Differences

Geographical differences showed up mainly in the matter of the meal at which meat was eaten and the kind of meat eaten. The South-Southwest is the biggest eater of meat at breakfast; the South and Midwest are the biggest eaters of meat at lunch; and all except the Southwest are big eaters of meat at night. More meat is eaten in the rural areas for breakfast and the noon meal than in the urban areas, but, on the other hand, more meat is consumed at the night meal in the larger cities.

With meat eating practically universal, with 36 per cent saying they like the taste of meat better than that of any other major food, and with 80 per cent saying that a meat meal stayed with you longest or kept you longest from being hungry, it would seem that meat started its competition for the food dollar on a pretty sound foundation. However, we found some serious cause for concern in the attitudes of our respondents towards meat.

Five attitudes stood out more prominently than the rest; of these, two might be described as overall impressions comparable in importance to the two overall general favorable impressions: 21 per cent regarded meat as



INSTITUTE DIRECTORS AT ANNUAL LUNCHEON

Leading executives of the meat packing industry found many things to chat about at the annual directors' luncheon—the successful meat advertising campaign, FSCC and Army meat buying and the international outlook.

hard to digest. When asked which was the least digestible meat, pork was named by 75 per cent of the entire sample. Lamb was regarded as the most digestible. The feeling that meat was indigestible was shared about equally by women and men and by all ages and economic levels.

Approximately a quarter of the sample said flatly that meat was fattening, and another quarter said only

that some meats were fattening.

About 30 per cent of the people said they did "something special" in order to get enough vitamins, and 47 per cent of all the women named vitamins as more important in planning a meal than either proteins or minerals, whereas only 9 per cent ranked proteins ahead of vitamins. Meat does not rank in the public's mind as an important source of vitamins. Only 6.6 per cent named meat as the best source of vitamins, and only 16.8 per cent were willing to agree that meat had "many vitamins." The doctors and dieticians were better informed on this score but even they didn't rate meat very high as a source of vitamins.

It is true that people were generally aware of the fact that meat is a valuable source of protein, but this advantage was pretty well dissipated by the twin facts that they don't consider proteins nearly as important as vitamins, and they named several other foods as being equally good sources of proteins. The foods named were eggs, milk and cheese.

It was discovered all the way through



OLD FRIENDS MEET AGAIN

A friendly exchange of experiences is in order as T. Henry Foster (right), president, and J. C. Stentz (center), vice president of John Morrell & Co., renew their acquaintance with Paul I. Aldrich, president and editor emeritus of The National Provisioner.

the survey—and this is one of the major unfavorable aspects—that there was a sort of a vague feeling that people eat too much meat and that somehow too much meat is bad for you. One of the handicaps from which meat seems to suffer is that, when specific food values are thought of, foods other than meat are clearly singled out as being the best source of these specific values. With half the public saying that people should eat what science tells them to eat rather than what their appetites tell them, this fact presents a serious problem.

The other major unfavorable aspect was discovered when we asked people which of several major foods they regarded as most expensive for their food value. It probably goes without saying that with the lack of appreciation of meat as a source of the specific food values which are highly regarded, meat was named by most people as being the most expensive of these major foods. The conviction that meat is expensive for its value is indeed deep-seated.

There were several other factors in addition to these chief alarming ones. For example: 13 per cent believed that "people who eat beef more than once or twice a week will get high blood pressure." When we asked people who ate meat infrequently for breakfast why they didn't eat more, 58 per cent said it was because they didn't feel the need of meat for breakfast, or that they were not hungry, or didn't like heavy breakfasts. Forty-four per cent of the infrequent noon meat eaters gave the same reasons for not eating more, but 13 per cent gave reasons indicating a feeling that too much meat is harmful, and 13 per cent gave expense as a reason. Reasons for not eating more meat at night paralleled these. A minority associated the eating of meat with loginess after meals—not with increased vitality.

A fifth of our respondents said someone in their immediate family ate more meat than was good for them. The major specific reasons assigned for this feeling were: It keeps them from eating vegetables and other things that are good for them. It's hard to digest. It's bad for blood pressure. It's bad for the kidneys. It's fattening. It gives you a very miscellaneous assortment of human ills.

We found the domestic science teachers and the doctors agreed that the least-demanded, and therefore the least expensive cuts of meat, contained as much food value as steaks and chops. We found fairly wide-spread, but far from universal, use of these lower-priced products by consumers, but we found a feeling among women that the least-demanded cuts were both tough and also had a good deal of waste in them.

Our interviewers found it more difficult to interview men than women. By and large, men wanted to go on record as saying that nothing was quite as good as a good steak, and that their idea of a meal was one that included



FIRST HAND INFORMATION ON PARACHUTE RATION

Capt. R. H. MacDonnell of the subsistence research laboratory, U. S. Army Quartermaster Corps, explains the merits of Army's compact new "parachute ration" to E. T. Claire (center), Republic Food Products Co., Chicago, and G. V. Hallman, research department, Continental Can Co. Meat is a major constituent of the ration.

meat, but they guessed they probably ate too much of it. Women were more interested in the details of the study, and we were able to make the longest interviews we have made on any subject because of their interest in meat and meat meals. A third of the women confessed that there was information about meat which they would like to have and which they did not possess. When pressed to define the kind of information they wanted, the largest single number said they wanted more knowledge about the different cuts of meat. Next came three items of information closely connected with this:

- 1) How to prepare or cook different cuts;
- 2) Different or new ways of preparing meats; and
- 3) More knowledge about the food value of meat. Housewives mentioned many other things they would like to know concerning meat.

The doctors and domestic science teachers displayed an attitude toward meat which had both encouraging and discouraging aspects. About 70 per cent of them described meat as an essential food in the diet of normal, healthy people, and only 1 per cent called it an unnecessary food.

We asked these experts what they



SOMEBODY TOLD A GOOD STORY

And it looks like Clement Eckrich (left) of Peter Eckrich & Sons, Kalamazoo, Mich., who is drawing a smile from Jim Baker, Milprint, Inc., Milwaukee, a grin from R. G. Denton, Milwaukee Sausage Co., Milwaukee, and a hearty chuckle from A. F. Jaumann, Diamond Crystal Salt Co. Cleveland representative.

would regard as the main advantages of certain foods and some of the answers are significant. The main advantages of meat were, in order of frequency of mention—protein, a body muscle builder, vitamins, and a strength or energy producer. The main advantage of leafy vegetables were: vitamins, minerals and roughage. Poultry was listed as valuable for proteins, digestibility, and as a body builder. Fish and sea foods were said to have proteins, iodine, minerals, and vitamins.

We asked these experts what dietary essentials would be missing if someone had nothing but meat. Six per cent said nothing, but over 60 per cent said vitamins, 30 per cent carbohydrates, 31 per cent minerals, and 11 per cent roughage. The doctors indicated a great deal of disagreement and confusion as to what foods were the best sources of vitamin B₁, proteins, minerals, vitamin B₂, fats and nicotinic acid. The doctors named meat as the most indigestible of eight major food categories and were practically unanimous in naming pork as the least digestible of all meats. The main reason for its indigestibility was that its fat content was high.

Confronted with the question of whether poor and well-to-do people respectively eat the right amount of meat, the experts proved themselves not very familiar with the facts. The majority of experts think that most people who are not poor eat too much meat. This may be either one cause of, or a reflection of, the feeling that too much meat is bad for one. The well-to-do people, however, actually eat meat less often than the experts describe as permitted without any ill effects. On the other hand, the majority of experts think that poor people eat too little meat. This may well reflect the feeling that meat is too expensive. In fact, however, the only group of people who differ clearly from the rest in the frequency of meat consumption are the Negroes. Within the white population practically no differences by economic levels appear, as is clearly illustrated by the following outline:

Rich Man, Poor Man

At breakfast, 29.4 per cent of the A, or prosperous people, have meat, versus 29.4 per cent of the D, or poor people.

At lunch, 54.1 per cent of the A, or prosperous people, have meat versus, 52.7 per cent of the D, or poor people.

At dinner, 59 per cent of the A, or prosperous people, have meat versus, 60.5 per cent of the D, or poor people.

Some interesting and perhaps extremely significant information came to light when we tried comparing the number of times a week people actually ate meat, as shown by their inventory, with the number of times they thought they ate meat, and the number of times they thought they ought to eat meat, with the number of times the doctors thought the normal healthy person ought to eat meat. The following generalizations can safely be made because

They Keep Plant Wheels Turning

1.—Carl H. Pieper (left), Oswald & Hess Co., Inc., Pittsburgh, who is now stationed at Camp Lee, Va., with J. W. Doran, buyer for Oswald & Hess.

2.—Charles H. Green, sr., secretary-treasurer, and Ralph Wertz, sausage department superintendent, Rose City Packing Co., New Castle, Ind.

3.—Chris Schmidt (right), president, Grand Valley Packing Co., Ionia, Mich., discusses convention proceedings with Frank Ader, sales manager.

4.—J. Hutter, jr., advertising manager, Cudahy Bros. Co., Cudahy, Wis., and W. J. La Court, office manager of the company.

5.—Al Bates (right), public relations department, Swift & Company, Chicago, with his convention guest, Harvey Boultinghouse of St. Louis.

6.—A. W. Schafer (left), manager Newark route car office, John Morrell & Co., and G. S. Wilson, manager, sausage department, Ottumwa.

7.—A. O. Luer, president, Luer Packing Co., Los Angeles, inspecting the exhibits with his nephew, Carl A. Luer, general manager, Luer Bros. Packing Co. of Alton, Ill.

8.—H. D. Peet (right), president, Peet Packing Co., Chesaning and Bay City, Mich., and R. Dewey Stearns, treasurer of the company.

9.—A chemical conference participated in by (l. to r.) M. L. Laing, chief chemist, Armour and Company, and E. P. Murphy and A. D. Kens of the quality control department.

10.—Walter Nelson (left), master mechanic, John Morrell & Co., and C. I. Sall, Sioux Falls plant official.

11.—D. G. Andrews and S. W. Russell, commercial research department, Swift & Company.

12.—These two conventioners from Beste Provision Co., Wilmington, Del., are D. A. Scott (right), vice president and general manager, and Robert Schultze, sausage foreman.

13.—Lone Star State packers: W. B. Wright (right), president, Wright & Patterson Packing Co., Dallas, with William Hammann, assistant manager.

14.—C. J. Abell (left), superintendent, Hughes Provision Co., Cleveland, and Earl W. Hughes, secretary-treasurer of the company.

15.—The camera lens captures J. J. Cooper and E. S. Foran of the superintendent's office, Wilson & Co., Chicago, in a thoughtful mood.

16.—W. Parker Jones (left), legal department, Swift & Company, Washington, D. C., congratulates Henry Veeder, Swift general counsel, upon his half-century of service to the meat packing industry.

the figures themselves are quite conclusive:

1.—People think they ought to eat less meat than they do eat, but people think they eat more meat than they actually do eat, and the amount they state as the amount which should be eaten, coincides almost exactly with the amount they do eat.

2.—Doctors say that rich people eat too much meat and poor people eat too little meat. As we have shown, there is little difference between the two, but

doctors then go on to name, as a good frequency for proper meat eating, an amount of meat which is actually somewhat in excess of the meat normally eaten by the average person.

The reason for this tendency to overestimate the amount of meat eaten is not easy to find. Perhaps it is because of the vague feeling that too much meat is bad for one, that people think and worry about the amount of meat they do eat. Perhaps it is because meat is the salient part of the meal and it is



CONVENTION CONTINGENT FROM WEST AND SOUTHWEST

These men from the great open spaces include (l. to r.) E. F. Forbes, west coast director, American Meat Institute, W. F. Mueller, John E. Smith's Sons Co., W. C. Swenke, S. & J. Meat Co., Portland, Ore., J. O. Snyder, superintendent, C. Swanston & Son, Sacramento, C. E. Swenke, president, S. & J. Meat Co., Roy Reed, chief engineer, Ben H. Rosenthal & Co., Dallas, "Tony" Rieder, president, Coast Packing Co., Los Angeles, J. C. Schwartzman, president, Schwartzman Packing Co., Albuquerque, N. M., and C. A. Wood, Griffith Laboratories. This year's record registration brought large delegations from all sections of the U. S.

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the part that provides the real enjoyment and is remembered best and most frequently.

Our study among the retailers indicated two things: first, that by and large, the average dealer does no more than quote the price of meat to the customer and show it to her on her request. Second, despite the fact that retailers who are merchants are very rare, in those few instances where dealers did exhibit sales qualities and suggested additional items of meat, a fair percentage of sales was made. It was our feeling that the good distribution of meat hit a weak link at the point of final sale.

We came out of this study with one major and several minor conclusions. The major conclusion was that if a full half of the public feels it wiser to pay attention to what science tells them to eat than to their own appetites, and if people are now equipped with what we can term rational reasons for not eating meat, including the strong one of cost, and rational reasons for eating other things, the consumption of meat will tend to become progressively lower despite the inner urge to seek meat as the thing which keeps one from getting hungry longest. That inner urge must be fortified and supplemented by valid, rational reasons favoring meat as an important and essential part of a balanced diet.

CHAIRMAN SWIFT: Every large scale project needs someone to direct the work of the specialists, to keep all informed as to what each is doing and to co-ordinate a well-rounded plan of procedure to get the most efficiency from the expenditures.

I take great pleasure in introducing D. V. Pinkerton, director of the meat educational program, who will now present our activities for the immediate future.

Pinkerton Reveals Weight and Thrift Slant of New Ads

MR. PINKERTON: We are celebrating an anniversary. A year ago last week, the first national consumer advertising appeared in the meat educational program.



D. V. Pinkerton

Since that time, more than ten billion messages on meat have been distributed. Imagine that! That is at the rate of more than 74 messages for every man, woman and child in the United States. These were designed to change the state of the public mind about meat.

This morning, we plan to show you the proposed advertising from the present time through next April. This will be shown in principle—not in detail. As you look at this material, we ask that you keep in mind the basic purpose of the program. Keep before you, if you will, the fact that we are dealing with ideas. Our purpose is to change mistaken public opinion about meat.

You who have followed the program, know some of the misconceptions about our product which exist in the public mind. Mr. Roper has mentioned some of them this morning. One is the belief that meat is fattening.

Mr. Roper pointed out why it is im-

portant to change this belief. There never was a time when the nation was as conscious of health as at present. Emphasis on weight in relation to health has been considerable.

When we start to break down this belief through advertising, we are facing in weight reducing one of the most fertile fields of "quackery" and faddism—one which has run the gamut from pills to bedroom robots. Public opinion is wise to this.

The public looks with skepticism on any weight reducing approach, so our approach had to be sound. Another reason for its soundness is that any statement about meat in a weight reducing diet had to have the approval of the Council of Foods and Nutrition of American Medical Association. Their seal of acceptance has never been put on any weight reducing material prior to this time. They would not permit it on this material if it did not square with the facts and ring true.

We held a meeting before this advertising was built on meat in the reducing diet. This meeting was attended by the subcommittee on professional advertising, by a number of doctors and by members of the Leo Burnett Co. staff and the L. G. Maison and Co. staff and of the Institute staff. It lasted more than three hours. Out of it came an agreement as to what constituted a sound, believable approach to meat in the reducing diet.

Meat in Reducing

Now, we are going to look at the advertising to appear in November and December on "Meat in the Reducing Diet." We will discuss it only briefly. We believe these and other ads which touch on this subject in the future will help correct the misconception that meat is fattening.

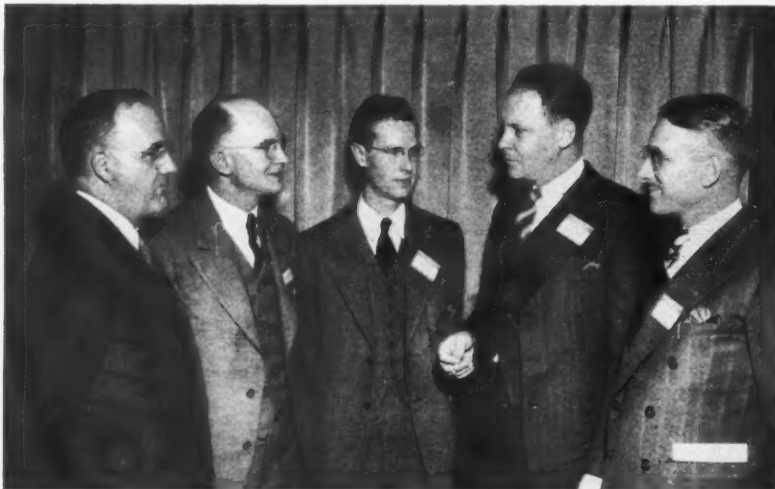
(The first advertisement was unveiled.)

Let me read you one paragraph which gives the keynote of this approach: "The intelligent application of present-day nutritional knowledge is making the way of the reducer a much more comfortable—and far safer one. The secret is a diet containing all the essential food elements to maintain health but low enough in calories to compel your body to consume its own fat for energy purposes."

This advertisement also offers the first book on a reducing diet ever to carry the seal of approval of the council on foods and nutrition of the American Medical Association. It is described as follows: "This new reducing book is for both men and women, entitled 'Reducing the Modern Way, Safely, Effectively and Comfortably.' The booklet is offered for 5c. This covers the cost of shipping and postage. It is the first time such a book carrying the seal of approval has ever been offered to the public.

It is clear what we are doing here. The A.M.A. council on foods and nutrition says it is so, so it must be true.

(The second advertisement, "Meat



MORRELL MEN MEET AT CONVENTION

Among the many John Morrell & Co. men on hand for the convention were this group composed of (l. to r.) E. L. Cleary, manager, New York district, L. V. Elman, package standardization, Sioux Falls, R. M. Foster, assistant director of sales, Ottumwa, Ellwood Johnson, master mechanic, Ottumwa, and A. A. Bierwith, New England supervisor.

and the Girlish Figure," was unveiled.)

You can see at a glance what this is all about. It talks to the mother about the daughter's girlish figure. It tells the mother the daughter can and should have meat—it will not spoil her figure. That's fine, but this ad deliberately does more. The mother looks at the advertisement and says to herself, "My daughter's figure is okay, but how about my own?" So, we sell the mother over the daughter's shoulder.

(The third advertisement, "Meat and Your Fighting Weight," was unveiled.)

The government has made all of us conscious of the necessity of keeping fit. It is necessary if we are to do our best work. This advertisement stresses the importance of meat in keeping our weight down and keeping ourselves in top form to work most efficiently. It is timely and ties in with the government plea for cooperation in the interest of defense. Because people think meat is fattening and reducing is unsafe, these advertisements are aimed to correct this misconception.

We now come to the consideration of the ads to appear in the educational program during the first four months of 1942.

Mr. Roper and others have proved to you that eight out of ten retail customers, when they walk into a store to make their purchases, think of meat as being expensive for what they get out of it. If they knew the truth about the food value in meat, they would not think it was expensive for its value. This is one of the greatest hurdles we must jump in getting people to eat more meat.

Good Value in Meat

So, the program for next year is designed to set up in the public mind the thought that they can eat meat and get good value for their money. This idea is set up by building up the merits of our product through these facts.

Meat is rich in B vitamins.

Meat contains ten of the 13 essential amino acids—these are the building blocks for a strong, healthy body.

All meat is 96 to 98 per cent digestible.

Meat is a fine source of iron, minerals and phosphorus.

In our previous advertising, we have talked about the nutritional facts on meat and pictured thrifty cuts. Now we are getting to a stage in the program where we think it is timely and wise to go a step further. More emphasis will be put on the actual use of thrifty cuts of meat.

Having built the background of nutritional knowledge which applies to meat as a whole, we now retell the nutritional story in terms of the thrifty cuts of meat. You who are in touch with the trends in retail prices know that this is timely. You also know the benefits which will come through increased public knowledge of and demand for the thrifty cuts of meat.

You who follow the news, know that



NEW ADS COMING UP

These advertisements, to run in publications during the next year, are slanted toward meat in weight reduction and the thrifter cuts of meat. They were shown during the convention session feature, "More Meat for America."

food is in the news as it hasn't been for many years. The government has committed itself to a policy of improving the diet of 45 million undernourished Americans who are said to be victims of hidden hunger. The nutritional conference held by the government in Washington in May evolved a model menu which suggested the eating of meat every day. It made an important point in the following statement included in this menu: "Thrifty Cuts are just as nutritious." Our emphasis on thrifty cuts at this time gears into this government policy and borrows power from it. Incidentally, it is fine public relations advertising.

These brief remarks, and those of Mr. Roper, tell you why we are starting in January with advertisements of this particular character.

(The first of the 1942 advertisements, "The Thriftier Cuts of Meat," was unveiled.)

This colorful, double-page spread appears in *Life* on January 9.

Let me read you one sentence from this ad: "Like all meats, thrifty cuts bring you the important B vitamins and minerals. They are a rich source of complete high quality proteins, plus, of course, that good meat flavor."

The second advertisement, "Something Women have been Waiting for," was unveiled.

This advertisement offers help in adopting the thrifty cut program for the home. It offers a hand book on the thrifter cuts of meat. This hand book tells women how to buy them, how to prepare them and what to serve with them. These photographs show a short

rib crown of beef made from beef short ribs. The sketch shows how the short ribs can be formed to make the crown. These other photographs show lamb shanks stuffed with barley, spareribs and sauerkraut, a veal shoulder steak. The book illustrates these and many more cuts, telling how to prepare them and what to serve with them.

The third, fourth and fifth advertisements—"The Thriftier Cuts of Beef," "The Thriftier Cuts of Lamb," and "The Thriftier Cuts of Pork," were unveiled.

Each one stresses the vitamin, mineral and protein qualities of the particular type of meat featured. Each illustrates, with instructions for the preparation and serving, several specific thrifty cuts.

Here is a new and interesting presentation of meat in a new light.

The advertisement, "What is Meat Made Of?" was shown.

This advertisement tells what meat offers the body, why it is a protective food, why the government has recommended it for the health defense program. The ad goes on to tell how housewives can get all these advantages for their families and get them oftener through the purchase of thrifty cuts of meat.

The advertisement, "Thrifty Cuts of Meat and Balanced Meals," tells readers how they can eat balanced meals, maintain their strength and good health and do it with thrifty cuts of meat.

Let me read you one sentence: "A good diet depends not on the cost of the foods purchased, but on the nutri-



tional value of the different foods selected." This particular advertisement shows four groups of foods, all balanced meals, and tells what to serve with them. Each is built around a specific thrifty cut of meat.

The thrifty cut campaign is under way in newspapers at the present time.

Here is the keynote to the thrifty cut program in the following sentence: "There is a new field in meat buying. It enables you to supplement your present meals with even more of these popular meals built around meat. The way to do it is through the purchase of thrifty cuts of meat."

Two blowups of December newspaper advertisements and reading headlines were shown.

In the second year of this educational program, we will use 333 newspapers in 226 cities. These will carry 900 million meat messages to American families. The magazine advertisements will go out in a quantity of 400 million. They will reach the homes that set the pace for buying foods in America. If you like figures, that's 1,960 advertisements per minute for the full year.

A new feature of the program in the second year will be outdoor advertising. This will be used to summarize the nutritional points made on meat in the first year of the program.

A full-size 24-sheet poster was shown at the end of the room.

Outdoor advertising will be run in 137 cities and will reach approximately 180 million members of low income families each time a new board is put up. These posters will drive home one message at a time. Each thought will be one which has previously been emphasized in magazine and newspaper advertising, such as the point, "meat is rich in B vitamins," which you see on the board at the end of this hall. These boards fill the gap between the time the housewife reads an advertisement in her home and sees the reminder material on display in the store. She reads these messages when she is enroute to the store to make her purchases. Those

FUTURE MEAT ADS

Those who attended the first convention session saw some of the meat advertising, slanted toward weight reduction and thrift, which will appear in the nation's magazines and on its billboards in coming months. The outdoor ad (left) has simple but strong and timely appeal.

of you who have used outdoor advertising know it is a highly effective way to impress the dealer with the power of any program.

Through the courtesy of Wilson & Co., you may see an exact painted replica of this 24-sheet poster on the board at the corner of the Palmolive bldg. on Michigan ave., 200 ft. from this hotel.

Professional advertising will run in twelve magazines during the coming year. This is felt to be highly important. Doctors influence their patients' ideas on the selection of food in their diets.

Four magazines will carry special messages to home economics teachers. These ads will tell them new facts about meat in their own language. This class in the professional field is considered vitally important. Home economics instructors are teaching the housewives of the future their eating and cooking habits. They influence their thinking on meat for a lifetime. Indications suggest that these teachers are making broad use of the program materials.

Special Educational Material

The trade will be reached through nine publications at regular intervals. They will be told what is coming in the campaign and how they can put it to work for themselves. Large quantities of special educational display material for use at the point-of-sale will be put out regularly.

Our publicity department will employ many means of influencing public opinion. They will among other things supply ideas for thrifty cut menus and recipes and thoughts for the extension

of the program into hotels and restaurants where the increased serving of meat meals can be encouraged.

These new facts we are telling about meat in the advertising are being constantly confirmed on all sides.

Meetings will be held in your respective cities by field representatives trained in explaining how this advertising can be used. They will meet with your own salesmen and tell you how to put this program to work for your own organization.

Indirect Benefits of Drive

Many important indirect results of this program are constantly coming to light. I want to show you just one of them this morning. Here is a special condiment display stand for meat counters, put out by one of the largest retailers of food products in the country—the H. J. Heinz Company. Twenty-five thousand of these stands will be mounted on counters in retail meat stores throughout the country by their 1,500 salesmen. Notice that each of these colorful cards at the top illustrates meat. Each of these illustrations is taken from the meat educational program. These cards are so arranged that at the time a certain cut is shown on the front, copy on the back of the stand explains to the retailer how to push the sale of the product illustrated before his customer.

Our purpose this morning was to give you a quick, overall picture of the plans for this meat educational program through next April. After that time, meetings will be held in your territories at which further plans will be explained.

Indications from all sides point to the fact that this program is taking hold more deeply every month with retailers and consumers. We hope you will go back to your homes with the firm purpose of seeing that your own organization gets behind the program and makes full use of these materials.

If we all do our share by getting these ideas on meat before the consumer, the professional classes, the re-

tailer and the packer salesmen, then surely America will have more meat of all kinds—fresh and processed—on the table more frequently.

CHAIRMAN SWIFT: The wise person consults a doctor when he is well and does not wait until he is sick. I would not say that the Institute was very ill when it started its educational campaign, but I will admit it was ailing as to lack of information with which to publish articles on the nutritious value of meat. The individual in American society to whom people turn for advice as to their physical well-being is their medical doctor.

While most of the medical profession are well informed as to the present day nutritional standards, we felt it was desirable to do a little more detailed advertising on some of the special points in order to refresh the memory of the profession; consequently we advertised in the *Journal of the American Medical Association*.

I mention this publication, and have a purpose in so doing, because I now have the pleasure of reintroducing to you the man who talked to you at your last annual banquet. He is the editor of the *Journal of the American Medical Association*, Dr. Morris Fishbein. His subject is "Food for a Vigorous and Healthy Nation."



INFORMAL AND INFORMATIVE

UPPER: R. L. Jackson (left), manager, Springfield Packing Co., Springfield, Mo., with Philip Provo, president, Provo Packing Co., Toledo, and Martin Edelmann, president, Edelmann Provision Co., Cincinnati. **CENTER:** C. H. Parr (right), quality control department, Armour and Company, Chicago, tells a funny one to L. I. Norton, of The National Provisioner staff.

LOWER: Intently studying something or other are (l. to r.) C. B. Rogers, American Meat Institute, R. M. Whitson, public relations department, Swift & Company, and E. W. Files of the Institute.

Campaign Helps Win Place for Meat on Nutrition Program

DR. MORRIS FISHBEIN: The National Nutrition Conference for Defense which was held in Washington



M. FISHBEIN

was essentially a conference staged to attract public interest to nutrition. I doubt that anything very informative or valuable came out of that conference except for that one factor — interesting the American people much more in what they eat, and how they eat, than they had ever been interested previously.

Now, as we go along from the National Nutrition Conference for Defense, we are beginning to centralize our opinions on certain important factors in relationship to diet. Of course these are beginning to be apparent to many of you, both in your own campaigns and in the campaigns of other branches of the food industry. It is not at all a secret that the particular branch of the food industry associated with milling and cereals has been more active in relationship to building up the American diet than has any other branch of the food industry.

Enrichment of Flour

A great deal of emphasis is being placed on the two greatest deficiencies in the American diet, which are conceived to be the deficiency of thiamin or B₁, and the deficiency of calcium. There is a definite effort to improve nutrition in regard to these factors, first of all by enriching bread—its ordinary refined flour—to make it a better source of thiamin and calcium; and second, to emphasize a great many other foods which will supply these important ingredients.

In the South and in the Southwest, the increase in the amount of pellagra has caused emphasis on that factor of the B complex which is known as nicotinic acid; unquestionably there will be great emphasis on nicotinic acid in the southern portion of the country. The greatest importance of this is that when a person is inclined to be deficient in one main factor in the diet, he is likely to be found deficient in a half-dozen other factors also. Therefore, the ultimate goal is to feed everyone a fairly well-balanced diet adequate in calories, proteins, carbohydrates and fats, mineral salts and vitamins and appetite appeal. This so-called appetite appeal, of course, gives you an opportunity which is not available to a great many others in the food industry.

When Mr. Roper was talking about his survey, I was very much amused to hear him talk about meat and people's attitudes toward meat. Meat includes a vast variety of substances prepared in a vast variety of ways and represents innumerable types of food value. In other words, the food value inherent in steak is not the food value inherent in liver. The food value inherent in certain cuts of pork is not inherent in certain cuts of lamb or veal. Obviously, until we know definitely about these various factors in various kinds of meat, general advertising on meat must be calculated to break down the original prejudices of ignorant people against meat as a whole.

Now the breaking down of these original prejudices is going to be an exceedingly serious matter because they go back far indeed in the history of the race. They go back into the fundamental aspects of many religions as I have told you previously. They go back into the fact that Catholics do not eat meat on Friday; that orthodox Jews do not eat pork and shellfish, and that the Hindus will not eat the meat of the sacred cow. All of these prejudices exist without the slightest scientific basis because the stomach will digest anything you put into it any time you put it there, and has no religion whatever.

Prejudices Deep-Seated

In going after these particular prejudices you are, of course, concerning yourself with something that is very deeply ingrained in the human mind and in the human body. I doubt that there is a well-trained Catholic or Israelite in any group you might consult who, having violated one of those dietary rules which was associated with his religion, could leave the restaurant without a guilty feeling that would seriously interfere with his digestive processes. He would not blame his digestive upset on his religion but on the food that he last ate, which would have nothing whatever to do with the fact that his digestive disturbance existed. In other words, his revolt against the food is a mental and not a physical revolt, but there we are getting into factors of science, and the relationship of these factors to propaganda.

Now, propaganda, which includes this type of advertising, radio advertising and speeches made by public officials, representatives of the American Medical Association and similar groups—all of these things which are known as propaganda are also known as education. If they are honest propaganda they serve a useful value in the national economy, but if they are dishonest propaganda, with over-emphasis on points which are not actual facts, they serve the American public very ill indeed.

One of the statements which is now being used throughout the nation, and which I heard repeated here this morning, is that 45 million Americans are deficient in their nutrition. Now how many people know that? How many

people believe that? Who can prove it? Nobody at all. When Mr. Hershey, head of our selective service, said that one-third of all of the men coming up for the draft were rejected because of defects associated with malnutrition, he was making a statement which could be proved if you stretched the evidence far enough, but for which there is no actual proof in medical science.

Now the attempt to cure the public of its superstitions by fright is merely going to create new superstitions which may be worse than the old superstitions. Every superstition created by fright serves the nation very poorly indeed. For instance, an attempt will be made to give the American public a new type of social security and a broadening of social security on the basis that the vast majority of the men rejected from the draft are rejected because of easily correctible conditions. It is suggested that we are a nation of very sick people and hardly able to meet the demands of the Army. You will hear that repeated; you heard it last Friday and you will probably hear it again tomorrow. For that statement there is not the slightest basis in scientific fact because there is no comparison possible, scientifically, between the young man examined for the draft in 1917 and the young man now being examined for the draft.

Disease-Death Rates Low

The only scientific figures we have are that the disease rates and death rates in the United States at the present time are lower than ever before in the history of the nation—lower by far than in 1917. The men rejected for tuberculosis—something you can measure—represent less than one-third the number of 1917. In addition, we now use the x-ray to determine the presence of tuberculosis, and they didn't have it in 1917 for that purpose.

The number of men rejected for venereal disease is very slight indeed compared with 1917. We now have Wassermann tests and smears for other venereal diseases and so know exactly

If a Body Meets a Buddy—That's a Convention!

- 1.—This happy foursome from Wall Packing Co., Sturgis, Mich., includes (l. to r.) Mr. and Mrs. John Barbeau and Mr. and Mrs. Charles Ries.
- 2.—Robert L. Dodrill (right), general superintendent, Major Bros. Packing Co., Mishawaka, Ind., and R. G. DeFord, sausage superintendent, with Mrs. Dodrill and Mrs. DeFord.
- 3.—William Jourdan, sr., president, Jourdan Process Cooker Co., Chicago, with Mrs. Jourdan and Mr. and Mrs. A. M. Jourdan.
- 4.—Discovered by the photographer dispensing hospitality in the Traver Corp. headquarters were Mr. and Mrs. Paul G. Traver (left) and Mr. and Mrs. George Traver.
- 5.—Here is a Preservaline group consisting of Mr. and Mrs. E. W. Gisch and Mr. and Mrs. Ted Brown.
- 6.—Charles Raskin, president, Raskin Packing Co., Sioux City, Ia., Mrs. Raskin (left), and their guest, Mrs. Phil Kalin.
- 7.—Louisville, Ky., is the home of these four visitors from Emmart Packing Co. They are (l. to r.) Arch M. Rice, secretary-treasurer, and Mrs. Rice, Mrs. Henry Glanz, and Henry Glanz, general superintendent.
- 8.—Mr. and Mrs. John J. Dupps and Mr. and Mrs. Robert Lamping, all from John J. Dupps Co., Cincinnati.
- 9.—A. Zitin, president, Royalist Provision Co., Philadelphia, and Mrs. Zitin (right), sharing convention fun with Bernard C. Zitin (left), sales manager, and Mrs. Bernard Zitin.
- 10.—Willibald Schaefer (left), Willibald Schaefer Co., St. Louis, evokes a laugh from Mr. and Mrs. Joe Mellon, French Oil Mill Machinery Co., Piqua, O.

- 11.—Mrs. Harry Sparks wins an admiring glance from her husband, livestock order buyer on the National Stock Yards market, and Mrs. C. J. Renard of Indianapolis.
- 12.—Mr. and Mrs. Raymond Weimer, Weimer Packing Co., Wheeling, W. Va., and Mr. and Mrs. Edward Humphrey of the Weimer organization.
- 13.—A Detroit delegation: Joseph Schmid, superintendent, Orling Bros. Sausage Co., and Mrs. Schmid, accompanied by Eugene Ruoff, wholesale meat dealer, and Mrs. Ruoff.
- 14.—Ed Romanski (left), Buehler Bros., Chicago, with John Popovich, fresh sausage department, Armour and Company, and Mrs. Popovich.
- 15.—John W. Pennell (left), Arrow Provision Co., Decatur, Ala., with Mrs. Pennell and William Kaspar, canning sales, Wilson & Co., Chicago.
- 16.—A. C. Spontz, owner of Conrad Sausage Co., Detroit, Mrs. Spontz and Leo Weglien, S. Oppenheimer & Co.
- 17.—Mr. and Mrs. Edward Hess, Hess-Stephenson Co., Chicago, and Mr. and Mrs. John J. Tierney, Armour and Co.
- 18.—Among representatives of the Elkhart Packing Co., Elkhart, Ind., were Mr. and Mrs. Orbie Cripe (left) and Mr. and Mrs. R. L. Brenneman. Mr. Brenneman is manager of the Logansport, Ind., branch.
- 19.—Adolf G. Ackermann (right), president, Laclede Packing Co., St. Louis, Mo., with Mrs. Ackermann and daughter, Miss Emma Ackermann. They are pictured with Charles G. Stohrer (left), Independent Casing Co.
- 20.—These two friendly couples from the Wm. J. Stange Co. are Mr. and Mrs. Ted Lind (left) and Mr. and Mrs. J. B. McKosane.

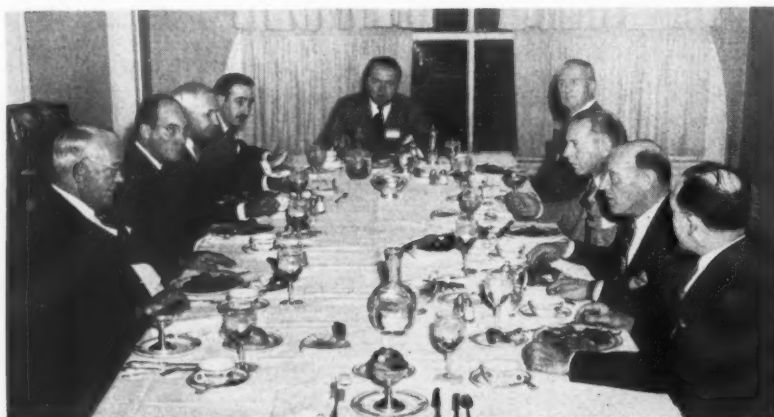
how much venereal disease is present. The muscle-skeletal defects which might represent the rickets associated with deficiencies in Vitamin D, calcium, and phosphorus, are less than half what they were in 1917.

However, if it seems desirable for

propaganda purposes to show that we are a nation of physical weaklings, so that we may spend more money on hospitals and preventive medicine, that might be a useful piece of propaganda. The only thing wrong with it is that you can't prove it, and that it is not true.

When I come to consider the series of advertisements associated with the production, sale and distribution of meat in the United States, I may say to you again that we consider these largely as propaganda. When we put the seal of the council of foods and nutrition of the American Medical Association on those advertisements, we have done everything possible to make certain that every statement in each one of those advertisements is established by the best available scientific evidence. That, of course, is a very useful service.

I may say that had you not indulged in your campaign of the past few years in behalf of meat, and had a national nutrition conference been held as far back as 1937, with the abuse then current about meat, I venture to question whether or not any national body



GUARD THE WELFARE OF NATION'S DOGS

Directors of the Institute's dog food division meet at luncheon during the convention.





representing the government would have permitted anyone to say that meat is an exceedingly important substance in a protective diet.

I have an idea that much of the education which you have carried out, including of course the verification of the statements in the advertisements by the council on foods and nutrition of the American Medical Association, had a great deal to do with causing those people who now offer the American public a well-balanced diet, to include meat in such a diet.

I say that advisedly, because as a member of the council on foods and nutrition of the American Medical Association, and as one who participated in the National Nutrition Conference and has intimate contact with the committee on nutrition of the division of the medical sciences of the National Research Council, and the committee on nutrition of the health and medical committee of the Federal Security Administrator—because all of these bodies are very much interested in these advertisements—I would say that there have been grave threats to this entire campaign from its very beginning.

Some Oppose Campaign

There are a considerable number of people, who are called competent authorities in the field of nutrition, who insist that the whole campaign is bad, and that there never should be such a campaign, for the simple reason that in every one of these ads, instead of just mentioning meat, you do not always mention bread, milk, leafy vegetables, cod liver oil and all the other things which should be included in a well-balanced diet.

But when you come to analyze the nature of propaganda or education, and the manner in which it affects the public point of view, you have to take into account that the millers also have a campaign, the Evaporated Milk Association has a campaign and the National Dairy Association has a campaign about the particular foods they sell. I may say that the council on foods and nutrition of the American Medical Association is verifying, as nearly as possible, all the statements made in those campaigns with the idea that people who appeal with the most scientific and best educational opinion to the American public will probably eventually be able to educate this public.

That is one point in Mr. Roper's survey with which I agree completely—

MORE CONVERSATIONAL GROUPS

LEFT PHOTO (l. to r.): This lineup from Kuhner Packing Co., Muncie, Ind., includes William J. Manning, plant superintendent, M. Snider, purchasing agent, L. W. Current, assistant sales manager, and A. F. Cronin, editor Keener News.

RIGHT PHOTO (l. to r.): Livestock problems hold the interest of this group, made up of R. C. Pollock, general manager, National Live Stock and Meat Board, Jerry Thorne, Wilson & Co., P. O. Wilson, manager, National Livestock Marketing Association, and H. E. Reid, assistant chief, Agricultural Marketing Service.

that they are ignorant. The American people are exceedingly ignorant about foods and I question whether a great many purveyors of food are not just as ignorant as the people to whom they sell. And that is a point which has been emphasized here—the importance of educating the manufacturer, the producer, the distributor and the purveyor as to actual food values in the foods they are promoting.

Consider the program on the radio known as "Listen, America", which comes on Friday nights from New York City. A considerable number of public officials and others participate in it.



KINGAN EXECUTIVE REGISTERS

Portfolio in hand, Howard C. Greer, vice president of Kingan & Co., Indianapolis, checks in at the registration desk with a hearty smile.

This program is presumably designed to teach the public everything about diet and the importance of a well-balanced diet and the essentials. However, if you listen to the program week after week, you will ultimately come to the conclusion that it leans rather strongly toward the milling industry. If you consider the source of the funds for putting on the program, you will find that it leans rather strongly toward the milling industry also. It is not at all surprising that in a program of this type there should be somewhat more emphasis upon flour, and particularly on enriched flour, than on other products which have a place in the well-balanced diet.

You know that in the picture with which you are concerned scientific evaluation and measurement are exceedingly difficult because of the great number of variables that exist and because of what are called the factors of safety in the human body. In Germany from 1914 through 1918 there was a large amount of protein starvation. As a result, there was a great deal of protein edema, and deficiency of growth in German children.

By 1925, 1926, and 1927 it was apparent that these deficiencies were having a considerable effect upon the bodies of the children of that particular period, and were shown in their incidence of disease and physical failure. However, by 1939, with increased diet most of them had recovered pretty well from the physical weaknesses associated with their nutritional deficiency during World War I. They are able to put on a fair campaign at the present time—which is led, incidentally, by a vegetarian.

Humans and Machines

Here you see a reflection of the fact that food deficiencies may be manifest over a long period without showing up in physical inadequacy. The point was made in a recent meeting of the division of nutrition in the National Research Council in this way—that a soldier can go along and fight seven or eight days on a rather, in fact a completely inadequate diet. A tank cannot move and an airplane cannot get off the ground without good gasoline and oil all the time. From the point of view of the fitness for war, the supply of gasoline and oil to an adequate number of tanks and airplanes is probably just as important as the physical fitness of men who run them, at least for a short war.

For a long term engagement and for a nation which looks forward to a long future, the question of national nutrition represents something which prevails throughout the entire lifetime of each of the individuals concerned. It is not a matter of just for today, or for the next two or three years, or until peace is made, but is a matter of national defense for all time.

Now, your industry comes into that picture with its particular product. I will admit again with Mr. Roper's figures that it probably has the greatest appetite appeal among the American people. Whether or not every piece of meat you buy gives you complete nutrition is beside the mark. The American people like meat. They have learned to like meat as part of their background.

In his opening address to the National Nutrition Conference For defense, Mr. McNutt questioned whether or not spaghetti and meat balls, the national diet of the Italian people, was an adequate diet from every point of view. However, he pointed out that in a considerable number of cases many Italians get by with spaghetti and meat balls. He then questioned whether or not a so-called smorgasbord contained all essentials to a diet, but then he had never seen a first class smorgasbord, or he never would have questioned that.

You can get anything in a smorgasbord and a great many things you would be better off without. However, that has nothing to do with the main point. My main point in my attitude toward nutrition is simply this: That it is simply impossible to make every portion of the diet a complete diet in itself. It would be folly to attempt it.

Not Equipped for Capsules

I get a great many questions from the public, some 30,000 questions a year about good and nutritious food and similar matters. Just the other day I received a question as to whether or not we are near the time when human beings will be able to take a certain number of capsules per day and then avoid food entirely, getting all the essentials of a well balanced diet in their capsules. Of course the person who wrote that question did not remember that the human being is a body which includes a stomach and some 25 or 30 feet of intestines—some have more intestines than others—and if the stomach and intestines were designed differently it might be possible. However, they were not planned to get along on capsule food. They were equipped to handle the kind of diet which primitive man ate, and that was a diet which he pursued and caught on the hoof and then ate. That is the way he began to live. Man caught his food where he could catch it and he did not become a vegetarian and grass eating animal until after he had been a meat eating animal for some time. It is simply impossible to avoid the scientific connotations of that statement on the growth and development of man.

Americans are beginning to learn

about these things and I may say that the hope lies not in the present generation whom we are going to educate largely with billboard statements, because that is about all they have time to read. The hope of America lies in the education of the children in the science of physiology and in the conduct of the human diet in relationship to the well being of the human body.

I am quite certain that your institute of public relations, as associated with the American Meat Institute, is not forgetting that it is the children who are the adults of the future whom you must now begin to educate scientifically, and that a large part of your appeal must be to educational institutions.

Altogether, I feel that you are on sound ground in making certain that you are advertising, and your advertising causes people to want meat because they like it, because it is good to eat, because it provides certain essential ingredients and because every one of your statements have been verified by good scientific opinion.

CHAIRMAN SWIFT: Before closing, I wish to express my appreciation for the splendid work done by the membership in the field, members of the policy and planning committee, and members of the Institute staff. Considering this is the first year, I think the job has been exceedingly well done by all of you, and I know I can depend upon you for substantial support in the future.

We have a good percentage of the industry participating. Our aim, however, is to enlist a larger percentage, so that we can do a better job. It will be doubly appreciated if those who have not already signed up can see their way clear to do so while they are here.

50-Year Veterans of Industry Given Their Gold Badges

CHAIRMAN SCHMIDT: The meeting is not adjourned. I hope you will all wait a little while to see the presentation of the silver and gold buttons to the 25- and 50-year men. Back in 1916, or slightly earlier, when Woodrow Wilson was President and the United States was trying to stay neutral in the first World War of the present century, several thousand young men entered the meat packing industry throughout the United States. Some of them were called away from it to help win that war. But most of them stayed in the business, or returned to it, and worked year after year at the tremendous task of helping feed America the basic food served on its dinner tables.

Today it is our privilege to pause for a moment in recognition of the long service of these men, approximately 1,600 of whom this year have completed their first quarter century in the industry and so are to be honored by the Institute with silver service buttons within the next few weeks.

And yet, they are mere beginners in the industry as compared to a smaller group well represented at this convention. When President Wilson was running for his second term, *these* men had *already* completed their first quarter century of service in our industry, and were embarking upon their second. They had started producing meat back



FIFTY-YEAR VETERANS LOOK FIT FOR ANOTHER FIFTY

Their bustling energy belying their more than 400 years of combined experience in the meat packing industry, this group of 50-year-men received their Institute gold service awards at the second convention session. FRONT ROW (left to right): Joe Reaber, Wilson & Co., Chicago; John W. Rath, president, Rath Packing Co., Waterloo, Ia.; Henry Veeder, general counsel, and Arthur D. White, director of public relations, Swift & Company, Chicago. BACK ROW: J. E. Erb, Tobin Packing Co., Ft. Dodge, Ia.; Frank Ulrich and Charles L. Mosher, John Morrell & Co., Ottumwa, Ia., and Charles E. Offen of the Morrell Topeka plant.

in the days when Benjamin Harrison was President, but Grover Cleveland was thinking of running for a second term—the days when meat packers worked 12 hours a day doing in turn every job in the plant—and when families who wanted to keep up with the Joneses or even jump a bit ahead of them merely bought a finer horse and buggy.

Since that date Cleveland, Taft, Wilson, Harding, Coolidge, Hoover, and two Roosevelts have been President—three of them serving two terms each and one of the three being honored with a third. But these veterans of the meat packing industry have just kept working away, despite such modern distractions as the automobile and the airplane, woman suffrage and prohibition, the income tax and the radio, the streamliner and the vitamin.

Inventions and discoveries may come, and presidents may come and go, but the old-timers of the meat packing industry just seem to go on forever. It is our great pleasure today to deliver in person at this convention some of the 31 gold buttons being awarded this year by the Institute to our veterans who have kept on the job of supplying America's meat since before Bryan started running for President.

A. D. Gets His Button

Here's a little man who gets a gold button for fifty and he is still going like sixty!

Among the most important activities of the Institute are those involving its public relations. I think everybody in this room will agree that the relations of this industry with the public now are a great improvement over what they were 20 years ago. To bring this about has been no easy task. It has required constant attention and careful

thought day and night every day of the year for the last 20 years.

The Institute has been fortunate in having the advice and counsel of one of the most public relations minded men available to any industry. His advice and counsel have been invaluable, not only to his own company, but to the entire industry. He first went to work for Swift & Company in 1891. He became advertising manager in 1903 and then became director of public relations for that company. Every member of the Institute—without knowing it, perhaps—has had the benefit of this gentleman's careful thinking.

It is a great pleasure to have the honor of presenting this gold button to Arthur D. White of Swift & Company.

A. D., have a button, and congratulations.

The next gentleman to receive a 50-year gold button is one of the outstanding lawyers of the United States. As a matter of fact, he has already been presented with his button. When he reached his 50 years in the industry last year we sent it to him. So I can't give it to him today.

But I do want the members of the industry present in this room, to know of the service he cheerfully has given it for more than 50 years.

His father was chief counsel of the company of which he now is chief counsel. His first job, when he got out of law school, was to take a document from Chicago to New York to present to the late Chauncey Depew, who then was president of the New York Central Railroad. An important contract was involved.

When he walked into Senator Depew's office the Senator greeted him, took the papers from him and asked who had drawn them up. He replied that his father had. "Well," said the

Senator, "If your father drew them up they are in perfect order" and he picked up a pen and signed the document without even looking at it.

The young lawyer never forgot the confidence that was placed in his father and any time that this gentleman should want to bring me a document that he had drawn up I, too, would be happy to sign it without even looking at it.

That is the kind of a man he is. And in addition to that, I should say here that the service he has performed for the entire industry and the counsel he has given it are greatly appreciated.

As I say, his button has already been given him, but it gives me pleasure on behalf of the entire meat packing industry to extend our congratulations to Henry Veeder, chief counsel of Swift & Company.

The complete list of 50-year veterans follows:

50-Year Men of 1941

Robert B. Beggs, superintendent of the Hauser plant of Armour and Company at Los Angeles.

Harry H. Decker, storeroom foreman for the Decker plant of Armour and Company at Mason City, Ia.

George Morris, manager of the butter, egg and cheese cooler of Armour and Company at San Francisco.

Frank Mueller, Johnstown, Pa., who recently retired from the service of Armour and Company after half a century as a sausage maker.

Fred J. Mueller, who has worked 52 years in various packing plants in St. Joseph, Mo., including 37 years for Morris and Armour.

Charles J. Sive, foreman in the hog killing department of Armour and Company in St. Joseph.

William H. Smith, a supervising engineer in the central powerhouse of Armour and Company in Chicago.

William Lear, Bristol Packing Co. of Lewiston, Ida. He entered the industry at White Cloud, Kan., in 1889.

George List, who recently retired from the Cornelius Packing Co. of Los Angeles after 52 years in the industry.

Marion C. De Pugh, ham boner at the Sioux City plant of Cudahy Packing Co., since 1911.

Patrick Moton, former hog sticker who now makes brine for the refrigeration system of the Hunter Packing Co., East St. Louis.

Oscar G. Blakey, city sales department of Kingan & Co., Richmond, Va.

John T. Courtney, shipping department of Kingan & Co., Indianapolis. Mr. Courtney has just retired from service.

Lyle Mosher, who recently retired after 28 years as superintendent of the hog dressing division of John Morrell & Co., Ottumwa, Ia.

Charles E. Offen, a salesman in the city market of John Morrell & Co. at Topeka.



SWIFT VETERANS RECEIVE CONGRATULATIONS

John Holmes, president of Swift & Company (second from left) and G. F. Swift (right), vice chairman of the board, extend their respective congratulations to Arthur D. White (second from right), Swift director of public relations, and Henry Veeder, general counsel, upon their completion of 50 years of service in the meat packing industry.

Frank V. Ullrich, who began pulling leaf lard for the Morrell plant at Ottumwa in 1891.

James B. McCrea, head of the Ohio Provision Co., Cleveland.

Conrad Degenhardt, a beef trimmer for the Oswald and Hess Co. of Pittsburgh, Pa.

Stephan Haering, vice president, Schaaf Sausage Co. of Milwaukee.

W. C. McGimpsey, assistant superintendent, Wm. Schluderberg-T. J. Kurdle Co. of Baltimore.

Charles F. Sucher, president of the Dayton, Ohio company which bears his name. He worked to the general managership of the plant, and upon his father's death in 1931 became president of the company.

Edward Koeth, shop salesman, United Dressed Beef plant of Swift & Company in New York City.

Joseph C. Osborn, cattle butcher, Iowa Packing Co. plant of Swift & Company, at Des Moines.

Henry Veeder, general counsel of Swift & Company. Mr. Veeder has given selfless devotion to his company and his industry for half a century.

Arthur D. White, director of public relations for Swift & Company. Mr. White was hired in 1891 as an office boy by G. F. Swift himself.

James E. Erb, of the Tobin Packing Co., Inc., Fort Dodge, Ia.

John H. Wenzel, president of the Wheeling, W. Va., company which bears his name. Mr. Wenzel started in 1882 as a butcher's apprentice. He started his own business 55 years ago.

Fred Gross, of the Akron branch of Wilson & Co. Mr. Gross entered the industry 64 years ago, in Germany.

Samuel Jensick, of the boiler room of Wilson & Co., in Los Angeles.

Joseph Reaber, who has been employed in the lard refinery of Wilson & Co. in Chicago since 1918.

John W. Rath, president of the company at Waterloo, Iowa, which bears his name. Just out of a Chicago business college in 1891 when his father and uncle were starting the business, Mr. Rath kept the books for the venture. The company grew "as steadily as a corn-fed Iowa hog," and in 1898 he became its president. This year he has been busy celebrating the company's anniversary as well as his own.

CHAIRMAN SCHMIDT: This ends the session for this morning. I want to thank you for your attention. The meeting adjourned at 2 p. m.

Discuss Lard, Army Meat, and Money in Second Session

October 7, 1941

THE meeting convened at 10:35 a.m., with Chester G. Newcomb, vice-chairman of the board of directors, presiding.

CHAIRMAN NEWCOMB: Acquainting the public with the merits of lard has been one of the important problems



C. G. NEWCOMB

of the meat packing industry during recent years. Minimum lard standards have been suggested by the Institute and have been accepted by meat packers all over the country. Recent research has brought out information which should be helpful to improving the consumer attitude toward lard and should be

of aid to the industry in improving its merchandising methods of this product.

The Institute's committee on scientific research and its committee on lard have been at work on this problem and have been instrumental in making helpful suggestions to the industry in its efforts to improve the lard situation. Guy G. Fox, vice president of Armour and Company, is a member of the lard committee. He is here with us this morning to discuss "Lard and What We Are Doing About It."

Lard Improvement and Merchandising To Be Intensified

GUY G. FOX: The lard problem of the meat packing industry is recognized as one of the major obstacles with which we must deal if we are to meet with the success which is due us. It has been brought about largely by factors entirely beyond our control, and since the problem has arisen, the industry has taken definite and forward steps to put the lard business on a higher and more satisfactory level.



GUY G. FOX

During the first ten years of the century, export trade removed from our domestic market anything in the nature of a lard surplus. From 1916 through 1919, the war demand effectively took from this market all of the lard which we could spare. During the 20's the export market was able to absorb our surplus, averaging about 800 million lbs. annually.

In the 30's the situation was greatly altered. Although our export trade dropped to less than half the average of the 20's, the reduction in production of hogs in the middle 30's made it impossible in some cases to obtain lard in sufficient amounts to meet our domestic requirements.

The lard problem became acute as production increased in the closing period of the 30's and in the present decade. With exports not keeping pace, we found ourselves faced with the necessity of moving a huge production of lard on to a market which had not had an opportunity to accept similar quantities of lard—and on a market which had been developed intelligently and vigorously by the manufacturers of products which compete with lard.

Lard is a food product obtained by

MAKING THE ROUNDS

In left photo (l. to r.) the camera finds S. P. Cornelius, president, Cornelius Packing Co., Los Angeles, E. F. Forbes, American Meat Institute, and Anton Rieder, president, Coast Packing Co., Los Angeles. W. H. Balentine, jr. (center photo, left), and W. Louis Balentine (right), greet fellow southerner R. K. Longino, president, Longino & Collins, New Orleans. Group in right-hand photo includes (l. to r.) H. A. Mady, president, Carstens Packing Co., Tacoma, Wash., Mrs. Mady, Mr. and Mrs. George Loquvam, St. Louis, daughter and son-in-law of Mr. and Mrs. Mady, and C. W. Marshall, Allbright-Nell Co., western representative (in rear).



rendering certain fats of hogs. Its chemical and physical properties are not fixed, but vary over a considerable range. The three most important determinants of the properties of lard are the type of fats rendered, the breed and diet of the hog, and the care and method employed in rendering.

A regulation of the Secretary of Agriculture which became effective November 1, 1940, stipulates the fats from which lard can be made. According to this regulation, it must be made from the fat rendered from fresh, clean, sound fat tissues from hogs in good health at the time of slaughter, with or without lard stearine or hardened lard. This regulation, however, exercises control over only one of the principal determinants of lard properties, and variability in other determinants still permits a wide range of lard characteristics.

The industry has long recognized the need for standardizing lard. With this thought in mind, the committee on scientific research of the American Meat Institute drew up a set of standards of lard and submitted the standards to the industry for consideration in a trial period beginning in 1939. The response from more than 185 meat packers scattered throughout the country favored adopting them for the limited trial period. In consequence of the results which were obtained, these standards were adopted permanently by the industry.

More Support Expected

During the first year since the permanent adoption of the standards, 120 companies have signified their willingness of making lard up to or above the minimum standards adopted. We anticipate that much additional support will be given to the program in the coming year.

The industry has been provided with studies regarding the making of better lard. These studies indicate the best methods for handling the fats, for proper cleaning of tanks in order to reduce the quantity of suspended matter and free fatty acid content, most efficient methods of storage, and suggestions for improved technique with reference to other phases of processing. If research and cooperative effort in this direction continue, it is probable that before long we shall be able to define the commodity lard much more rigidly than at present.

Looking still further ahead, the goal set by the Secretary of Agriculture of increased production of hogs in 1942 indicates all too clearly the necessity for a sound lard program within the industry.

Your committee on scientific research and the lard committee have recognized, since the inception of their work on this subject, that the program was not alone one of manufacture. Merchandising is an important key to the successful operation of the lard division of this industry as it is to every other division. We feel that only a start has



THEY KNOW GOOD FOOD WHEN THEY FIND IT

This group of livestock and meat experts, jovial after a tasty luncheon between convention sessions, includes (l. to r.) D. H. La Voi, public relations department, National Live Stock and Meat Board, Prof. G. A. Brown, animal husbandry department, Michigan State College, Reese Van Vranken, cattle feeder of Kalamazoo county, Mich., R. C. Pollock, general manager, National Live Stock and Meat Board, and G. B. Thorne, Wilson & Co., Chicago.

been made in the improvement of lard manufacture and that additional emphasis must be given to this subject as time moves on.

We also feel, however, that improvement in the merchandising of lard and further improvement in the manufacture of lard can move forward simultaneously and that in the coming months the sales end of the business must analyze carefully its lard merchandising practices, must eliminate those which are unsound, and must push forward in the development of a new and sound merchandising program which will push vigorously to the attention of the American women the merits of lard.

Consequently, may I urge a forward

movement this year on two fronts: toward the goal of a still further improved product, and toward the goal of improved selling of the product.

During the coming year, the services of Dr. Frank Vibrans of the Institute will be made available to an increasing number of meat packing companies. During the past year he has traveled extensively on call from companies and has been highly successful in solving on the ground some of the operating problems.

The discoveries which he and his associates have made in the laboratory will assist the industry further during coming months to overcome individual problems, and will aid him in solving more effectively the problems which he encounters on individual calls.

A Move Forward

An additional member of the staff, John Moninger, has been assigned by the Institute to work with member companies in promoting quality lard. His duties also will take him before state agricultural colleges, associations of swine producers, and before others who are interested in this problem. His work should be effective in directing the attention of the industry to the necessity for good lard, through the active support of individual packing companies to an industry program of good lard and to the dissemination of this information to interested groups.

Thousands of copies of a new edition of "Questions and Answers on Lard for Salesmen" will be made available to the industry in coming weeks. The booklet "Good Foods Made with Lard" has been reprinted in new form and will be available for distribution to packers throughout the entire country.

The program of the industry for the manufacture of defense-style lard, satisfactory to the armed forces, will be pushed forward and we are hopeful that forthcoming federal specifications will make possible a greatly increased use of lard by the Army and Navy. The National Live Stock and Meat



MR. AND MRS.

Among the many husbands and wives present this year were Mr. and Mrs. Joseph Dzeminski (above) and Mr. and Mrs. Henry Winger. Mr. Dzeminski is president of Pasco Meat Products Co., Buffalo, N. Y., while Mr. Winger is chief engineer of Peter Eckrich & Sons, Inc., Ft. Wayne.

Board will make available to the armed forces an attractive manual for use by Army and Navy cooks and bakers, showing them how to use lard successfully and effectively.

Starting immediately, your industry will take the facts about quality lard to every home economist throughout the country in the two leading magazines read by these people, who are so important in leading the thinking of our school and college girls. Detailed information about the nutritional quality of lard also will be made available to medical men throughout the country in two leading medical journals.

Attractive, strong posters emphasizing the place lard holds in cooking, and showing the proper use of lard, will be made available to every school and college home economics classroom in the United States.

An extensive program of publicity on lard, reaching beyond the educators and the doctors to the housewife, will be under way before the close of this week.

It is imperative that frequent analysis be made of your product. The Institute will be picking it up on the open market during coming months in order to find out just what the product is like when it is being purchased by housewives. When analysis shows a problem, we urge that you get in touch immediately with Dr. Vibrans so that the problem may be overcome before your product becomes a factor working toward the defeat of the lard educational program.

Every salesman in the industry should become familiar with the facts in "Questions and Answers on Lard for Salesmen," and, once familiar with them, should pass the information on to the 250,000 retailers who represent our product to the public.

We urge that every packing company make an effort to obtain adequate use of lard in schools in the territory which it serves. We urge that supplies of lard within reason be made available to schools locally for use in home economics instruction, and we underline the absolute necessity for delivering quality lard to these schools.

The basis of our program is good lard well merchandised. Good lard can be made by every member as a result of careful supervision and constant care in the lard-making process. Careful analyses of our lard selling practices can result in improved lard selling.

Lard—Its Supply

The supply of lard is basically determined by the supply of hogs. Thus the January 1 hog population tells us accurately the quantity of hogs that will be slaughtered during the January-September period of each year. The slaughter of hogs, in turn, is the primary determinant of the supply of lard. Production of both total and federally inspected lard has closely followed total and federally inspected hog slaughter.



WHAT'S NEW?

John W. Rath (upper photo, left), president, Rath Packing Co., finds George A. Morrell, treasurer and director of publicity of John Morrell & Co., a stimulating conversationalist. The two gentlemen exchanging smiles in lower photo are Alec Chesser (left), the Visking Corp., and Bob Earley, well-known New York broker.

Variations in the relation between hog slaughter and lard production are due to changes in the yield of lard per hog. These changes in yield are due to changes in the manner in which the hog is cut, and changes in cutting are closely related to the relative price of fat cuts and lard. That is to say, when the price of fat backs is high, relative to the price of lard, fat backs will be produced rather than lard, and the yield of lard per hog will decline. Further, when the price of lard is low, certain fat items which require considerable processing and handling, and which, therefore, involve higher than usual cost, will not be processed as lard, but will be made into grease.

During the middle '30s the production of lard declined materially, but the supply of lard available for domestic consumption was not proportionately curtailed. This was true because lard exports declined from more than a billion lbs. in 1923 to about 200 million lbs. in 1940.

MORRELL 50-YEAR MEN

Three John Morrell & Co. veterans were on hand to receive their gold buttons for 50 years' service in the meat industry. They are (left to right) Frank V. Ullrich of Ottumwa; Charles L. Mosher, retired divisional superintendent of Ottumwa, and Charles E. Offen, Topeka.



Domestic consumption of lard in 1940 was nearly six times as great as that year's volume of lard exports, whereas in 1921 domestic consumption was only one- and one-half times the volume of lard exports for that year. This indicates how declining exports have more than offset declining production in most years of the past two decades.

Currently, however, exports are again rising, due to the government's lend-lease program, and production is also expected to increase considerably. It is well within the realm of possibility that the relationship between production and exports may be reversed, in that exports will increase more rapidly than production, leaving a smaller quantity of lard available for domestic consumption.

Distribution of Lard

The total distribution of lard has a very well defined seasonal movement. In October and November the distribution of lard is greater than in any other months. March is usually the month of smallest distribution. For purposes of contrast it should be recalled that the month of highest production is generally December, while the month of smallest production is usually September.

Information regarding the distribution of lard to the various users is not generally available. For 1938-39, however, we have partial data on the proportions of total distribution taken by different types of trade. During this year, the distributive trade consumed more than 50 per cent of the total quantity of lard distributed. Bakeries consumed 21.6 per cent, 21 per cent went into export trade, refineries used almost 4 per cent, and not quite 2 per cent of the total distribution was actually delivered on the Chicago Board of Trade. These figures are representative of packer sales of lard, and although indicative, do not necessarily represent the exact proportion of lard actually taken by the different groups of users.

Studies appearing in such scholarly publications as *Industrial and Engineering Chemistry* demonstrate that lard has a higher all-over scientific value than other fats.

Lard is 97 per cent digestible, which is the highest degree of digestibility

which can be claimed for any fat. Most hydrogenated vegetable shortenings have a digestibility of about 94 per cent.

Lard has very excellent shortening qualities. Shortening is that property of a fat which, when mixed in a dough, tends to make a product tender and flaky. The shortening value of fats is measured by making them up in small pieces of pie crust, all under the same conditions. These test pieces are then broken in an instrument called a shortometer, which measures the pressure required to break the pieces of pie crust. The results of more than 30,000 breaking tests indicate that if we assign a shortening value of 100 per cent to lard, the shortening value of hydrogenated vegetable oil is from 70 to 73 per cent.

Another desirable property of a cooking fat which is possessed by lard is that of a wide plastic range. Lard is a mixture of fats, some solid, some liquid, and some semi-solid, at ordinary temperatures.

This mixture is plastic or comparatively soft and pliable over a wide range of temperatures. This means that it can be stored over a comparatively wide range of temperature conditions, either in the home or in a bakery, and still be of physical consistency convenient for handling.

Research Reveals Value

Research to determine the nutritive value of lard is revealing some interesting results. Medical men have shown considerable interest in the use of lard as a corrective for eczema. Recently 60 patients were studied clinically, of whom 18 were hospitalized from two to seven weeks, and careful checks were made on their blood fats. Half of the patients in this study had a low unsaturated fatty-acid content of the blood. When lard was added to their diet a marked improvement in the unsaturated fatty-acid content of the blood was noted. Investigators feel that they can say that there is a strong suggestion that deficiency of unsaturated fatty-acids causes low blood content of unsaturated fatty-acids rather than faulty metabolism.

Other studies are being made to determine the effect of lard consumption on the rate of growth of various types of animals. It has been definitely established that by adding lard to the diet of calves their rate of growth can be substantially improved. It is likely that before long there will be logical explanations of the superior quality of lard as a growth promoter when compared with liquid fats.

Within the last 20 years lard has been faced with increasing competition from vegetable cooking fats. The rapid rise of soybean oil production within the last decade is indicative of a rising utilization of vegetable fats for edible purposes.

When we consider the present per capita consumption of lard as compared with the per capita consumption



THEN HE SAID TO ME—

- 1.—A. C. Bolz (left), manager, Oscar Mayer & Co., Madison, and E. G. Weimer, American Can Co., Chicago.
- 2.—A big smile from a big man—Lyle W. Jones of Castle Films, Inc., New York. His companion: Maj. W. R. Mackinnon, Quartermaster Corps, U. S. Army.
- 3.—Homer H. Smith, vice president, Drummond Packing Co., Eau Claire, Wis., and Harry K. Lax, F. C. Rogers Co., Philadelphia.
- 4.—These two observant gentlemen from H. F. Busch Co., Cincinnati, are George W. Doerr (right), president, and Edward Kohl, sausage foreman.

of vegetable fats, the competitive nature of the two is brought into bold relief. The combined per capita consumption of lard and vegetable fats has not changed much from year to year since 1921. However, throughout the past 20 years, whenever the per capita consumption of lard has increased there has been an almost directly proportional decrease in the consumption of vegetable fats, and vice versa.

Contrary to widespread belief, however, lard consumption during the past few years has not been forced down by

vegetable fats and oils. The percentage of lard consumed of the combined per capita consumption of lard and vegetable oil products has shown an impressively close relationship to changes in the actual production of lard. In other words, when the position of lard in the total edible fats picture has slipped, the slip has been largely a result of a decreased production of lard rather than a result of any promotional effects on the part of the vegetable oil industry.

It should be remembered that lard and vegetable interests are "completing" as well as competing.

The total consumption of edible fats has increased considerably since 1921. Lard alone could not have satisfied this increasing need for edible fats. Since we cannot expand lard production except within rather narrow limits until a new pig crop is available and pig crops can only be increased gradually, it has been necessary for vegetable fats to be used to aid in completing the total fat supply necessary to satisfy the increasing demand for edible fats.

Educational Work on Lard

During the recent past, this industry, along with the National Live Stock and Meat Board and the American Meat Institute, has made considerable progress in acquainting the general public with the commodity lard. A series of full page and half page newspaper ads on lard have been published and these ads have been widely distributed throughout the country. The superior qualities of lard as a cooking fat and its value as a food are emphasized.

A play bringing out the merits of lard has been written and its introductory performance was considered to be thoroughly successful. Copies of the play have been supplied to 4-H club workers and agrarian groups and it is planned to encourage civic groups to present this play throughout the nation.

Printed material on lard, including recipes and information on its value as a food, has been supplied to hog interests, extension workers, and others. During the past year more than 670,000 women attended cooking schools and witnessed convincing demonstrations of lard's excellence as an all around cooking fat. A total of 58 recipes using lard were demonstrated. These demonstrations stressed the use of lard in cakes, pies, biscuits, hot breads, cookies, and deep-fried foods. Women attending the cooking schools were told that lard is 97 per cent digestible, that it contains certain food elements necessary for growth and health, is high in energy, adds richness and flavor to other foods, and is economical.

Consumer organizations have been encouraging housewives and cooks to use lard scientifically. They have encouraged cooks to use thermometers to determine proper frying temperatures in order not to burn fats. They have suggested the proper type of utensils to be used when cooking with lard

and have made suggestions about the best places in which to keep lard.

The Institute published a lard recipe book in 1935. The third edition of this book, entitled "Good Foods Made with Lard," appeared late last month. Several land grant colleges, for example Iowa, Missouri, Purdue and the University of Illinois, have put out recipe books for lard. Local service groups have promoted lard weeks in certain areas to encourage the use of lard. They have tried to build up the idea that lard is essentially a farm product and the position of agrarian groups can be bettered by the increased consumption of lard. Probably the most recent effort to acquaint the general public with the nature of lard occurred September 30 when cooking schools were started in Evansville, Ind., and Rockford, Ill.

Consumer Acceptance of Lard

Relatively little research has been done in connection with the consumer's acceptance of lard. However, a study of the attitudes of 150 representative housewives residing in a large city reveals that 40 per cent of them use more lard than any other cooking fat, while 32 per cent use more hydrogenated vegetable shortening. More than half of the women who use lard also use vegetable shortening, and, conversely, two-thirds of those who use vegetable shortening also use lard. Of those who cook with lard, 40 per cent prefer it because of the excellent pie crust which it makes, 29 per cent prefer it because it is more economical, and 11 per cent favor lard because it is good for frying. Of those who do not use lard, 30 per cent dislike it because of its flavor in foods. Twenty three per cent say that they are simply in the habit of buying vegetable shortenings, and 22 per cent believe that lard is less digestible than vegetable cooking fats.

Most of these housewives appear to be willing to pay a premium for the brand of cooking fat which they believe to be superior. It is interesting to note that this is true even among housewives in the low income group.

Final conclusions cannot be based on so limited a study but the results of this survey are significant in that they indicate that a large number of housewives have developed definite consuming habits with reference to vegetable shortening. This type of situation can be combated only by intensive promotional campaigns. Further, we should note that a large number of housewives use vegetable cooking fats because they are under the impression that these products are more digestible than lard. This is a point on which we have a wealth of scientific material available and we should be able to correct such an impression wherever it is found.

In closing, it seems appropriate to say a few words about next year's business.

Producers of lard must anticipate some increase in total output during

1942. Although this increase may well be offset by a larger volume of exports, the supply of lard available for domestic consumption will still be large, and the task involved in the proper merchandising of next year's lard supply must not be minimized.

Nevertheless, with still further improvement in lard quality and lard merchandising methods, with the added impetus of the industry's educational program, we can—and we believe we will—make the coming twelve-month period the most successful period of lard selling ever enjoyed by our industry.

CHAIRMAN NEWCOMB: There are over 1½ million men in the U. S. Army. I ran across some figures recently which listed the amount of food consumed in a single day by the U. S. Army. I can't remember what those figures were, but you can be assured they were of astronomical proportions. The Army considers meat a "must" item in the soldier's diet. Usually it is on the menu twice a day and very often it will be found there three times a day.

Outstanding among those who have been developing a proper food and nutrition program for the U. S. Army is Lt. Col. Paul P. Logan, head of the subsistence branch of the Office of the Quartermaster General. Colonel Logan is well acquainted with many of the problems of the meat packing industry. Before he entered the Army during the last World War, he was a salesman for a meat packing company. His work in the Army has helped keep him in close contact with this industry. We are honored to have Colonel Logan here today. The subject of his talk is "Meat for the Army."



ARMY MEN IN MUFTI

Lt. Col. Paul P. Logan (left, upper photo), with Lt. Col. R. A. Isker and Maj. E. F. Shepherd after Col. Logan's informative speech on "Meat for the Army" at the Tuesday morning session. In lower photo, Maj. Jesse H. White (right), meat expert of the Army Quartermaster Corps, discusses Army meat needs with J. L. Rogers, manufacturing superintendent of Neuhoff, Inc., Salem, Va.

Packers Commended For Co-operation in Filling Army Needs

LT. COL. PAUL LOGAN: With world conditions as they exist today it seems quite fitting indeed that the



LT. COL. LOGAN

Army should be invited to participate in this the thirty-sixth annual convention of the American Meat Institute, and it is a great personal pleasure and honor for me to bring to your organization a summary of what has happened in the Army during the past year in the field of subsistence procurement and to

give you an estimate of what we think may be expected during the coming year.

It has been two years now since Germany opened World War II by her lightning-like invasion of Poland. In two years Hitler's war machines have overrun Europe, leaving destruction, despair and famine in their wake. Lands have been destroyed, national industries ruined, and the ravaged peoples of conquered nations reduced to virtual slavery. In Berlin sits the great institute geopolitic, planning in detail the destruction of everything on earth which is anti-Nazi. Today with spearheads driven deeply into the rich agricultural lands of the Ukraine the German war machine threatens the life of Russia; but in this latest contest the myth of the invincibility of German arms is fading as Russia flings her mighty army in a counter blitzkrieg.

A War of Material

The outstanding military lesson of the two years' war is not found on the battlefield but in the assembly lines of industry on the home front. This has been a war of material and the success of the German army can be traced directly to her huge stocks of war machines and war material and men trained to use them. It must be accepted that modern war is fought on three distinct battlefields: the political front, the economic front, and the military front. If one of the three fails, the other two cannot win.

If the political front of England disintegrates and the nation becomes divided, she will suffer the fate of France. Germany's greatest foe today is industrial America. If England falls, Germany will surely plan the economic destruction of the United States as carefully and as thoroughly as she has planned the details of every campaign she has waged. Democracy will survive and freedom remain if American indus-



try is not destroyed. This is the picture which confronts us today and which has confronted us for a year.

In order to be prepared for any threat which may be made against the western hemisphere by the armed forces of the totalitarian states we have, during the past 24 months, undertaken an enormous armament program. We have built an Army of a million and a half men and a Navy second to none.

In the business of training and operating an Army, nothing is more important than food. War machines may fly through the air and travel under the water, and steel fortresses may roar across the land, only because men are there to operate them and men can operate only when they are well-fed. Well-fed means not only an adequate quantity of food but food in the proper nutritional balance. The business of feeding the American Army today involves the use of approximately \$750,000 per day, the transportation of 8,000,000 lbs. of food supplies daily, and its storage and distribution to 10,000 Army kitchens. One-half of this food must be kept under refrigeration.

Packers Are Cooperative

Obviously, this volume of business could not be done efficiently except through the support and wholehearted cooperation of American industry. Nowhere has that support and cooperation been more evident than in the great meat packing industry. During the past year the Army has called upon the meat packing industry to perform time and again in a manner not normal to its standard commercial practices and not once has it failed. As an example of cooperation which now exists between all segments of the meat industry and the armed forces I should like to point out the work of the National Live Stock and Meat Board, which, during the past year, has sent educational teams of meat cutting experts to all of the Army's large camps, where over 8,000 men have been given the finest quality of instruction in the cutting, cooking, carving, and serving of meat.

This Board has prepared for the Army a series of meat prints now being used at all of our schools for bakers and cooks, and at very great expense has printed and distributed to the entire

MEAT FOR THE ARMY

Packers are playing an important part in feeding the nation's armed forces and these exhibits were in keeping with the industry's interest in defense. At the Quartermaster Corps exhibit (left) Capt. C. G. Herman holds a can of Type C ration in his hand while conversing with G. T. Wallace of Wilson & Co. Parachute rations (on table) and Army cooking equipment are also shown. In the second display, the National Live Stock and Meat Board showed a typical Army menu for one day, in which meat plays a large part, with the charts and handbooks which the Board has prepared to help the Army in cutting and handling meat.

Army handbooks on the cutting of lamb and beef. This work, done entirely without expense to the government, has not only brought about a much higher plane of efficiency in the use of meat by the Army but has fixed the meat industry into the scheme of national defense as one part of the great American team, recognized and welcomed by the armed forces; and the Army here publicly pays tribute to Mr. Pollock and his able assistants and extends its thanks to the National Live Stock and Meat Board.

In order to bring Army procurement closer into line with American live stock production during the past year, as a result of conferences held with officers of the American National Live Stock Association, specifications have been revised lowering the weight of carcass beef from 500 to 450 lbs. and admitting the use of heifers on our boneless beef contracts. We raised the weight of lambs and raised the weight of veal.

Army Specifications Changed

Many specifications for canned meat have been revised in whole or part to conform to standard commercial practices and at the present time a new specification for lard is under consideration. In order to relieve the situation on canned corned beef, the American National Live Stock Association recommended to Congress that the Army be authorized to accept bids on South American canned corned beef.

At the recommendation of the American Meat Institute a program of weekly procurement for Army style boneless

beef was inaugurated in the first part of August. Since that time bids have been opened at the Chicago depot every Thursday morning for approximately 2,000,000 lbs. of boneless beef. This system has enabled packers to establish and maintain operating lines on this product and to bid on definite quantities based upon a known live stock situation. Ultimately, it is hoped to work out a similar plan for other standard items.

The laboratories of every packing company in the United States have been opened to the Army with a sincere invitation to make full use of those laboratories in solving problems connected with the preparation and conservation of meat supplies. Studies are now under way in the field of canned and cured meats which will undoubtedly broaden the base of Army procurement and make for better and more efficient use of canned, pickled and fresh meats.

Quadruples Canning Capacity

All of these things have been done by the meat packing industry while they, at the same time, have been undergoing an expansion program in certain fields never before experienced. I was present at a recent meeting of the Federal Surplus Commodities Corporation, meat section, at which I heard your secretary report that by November of this year the meat packing industry of America would be prepared to supply approximately 48,000,000 lbs. of canned meat per month. This is four times the capacity which existed two years ago and in the face of priority demands made by the armament side of the national defense program is truly a magnificent accomplishment.

What has been done during the past year is in a way a criterion of what may be expected in the future. Undoubtedly the European demand for preserved meats will continue in the present volume, or increase. So far as the Army is concerned, we anticipate the use of about 385,000,000 lbs. of all kinds of meat, of which 277,000,000 lbs. will be fresh meat and sausage; 82,000,000 lbs. cured and smoked meats, and 26,000,000 canned meats. We expect to use 50,000,000 lbs. of butter and the same amount of poultry; 55,000,000 doz. eggs, and 7,500,000 lbs. of cheese.

In the field of canned meats there

remains yet certain developmental work to be accomplished. We have arrived at a sterile 6-pound can of luncheon meat. It is our opinion that the sterilization is accomplished in part by the amount of processing given to the product and that the manner of cutting and grinding also has something to do with it. We do not know whether those companies which have found the correct answers have passed their findings on to the whole of the industry or not, but we recommend that such information, if not already available to all meat packers, be made available through the Institute. We make this recommendation because we believe that such knowledge at this time is essential to national defense and reaches far beyond the aspects of competitive commercial business.

In conclusion permit me to extend the thanks of the Quartermaster General to the American Meat Institute for its wholehearted cooperation and to express the opinion that, in the business of feeding the American Army or any other segment of the western hemisphere or the battling democracies of the world, the American meat industry will be carrying its full share of the load.

CHAIRMAN NEWCOMB: "Top Management Views the Personnel Problem" is the topic to be discussed by our next speaker, William A. Patterson, president of United Air Lines.

Personnel problems today are distinctly different from what we considered them to be a few years ago. Industry is more careful in selection and direction of employees. I know of some companies who contend that they do their firing before they do their hiring. United Air Lines has developed a policy in personnel direction which, I am sure, will be of interest to this group. Individual contact with each employee is, I am told, the basis on which this policy is built. Mr. Patterson is here to tell us how this personnel policy operates in actual practice and what results may be achieved with it.

Management Must Get Closer to Men to Win Friendship

W. A. PATTERSON: I have always observed the activity of various industry conventions as the opportunity to review the components of business. I congratulate the American Meat Institute because it is the first convention I have observed where the most important component of a business, in my opinion, has not been omitted from the program. I imagine during this convention you will be discussing manufacturing and sales



W. A. Patterson

problems. Very few realize that these problems can only be solved with the entire cooperation of the employees who manufacture and the employees who may sell those products; the final solution depends upon the cooperation we have in our organizations.

I think it is an accepted fact that top management is somewhat mentally lazy on this particular subject. We have certain abilities, we have ability to think and solve problems, but for some reason or other, we never tax our mental capacity unless it is necessary. Now my interest in the personnel problem is quite characteristic of that inherent weakness in American management.

The nature of my business forces me and my associates to tax our mental capacities in dealing with the problems of personnel.

First, regardless of the condition of an airplane and its engine, the safety and efficiency of that particular craft

is limited entirely by the brain operating it. Therefore, we have 100 per cent dependency upon the human element and I am forced to look upon personnel as the major component of those many factors that go to make up our business.

Other businessmen no doubt have been forced to think of this problem because of unions and other labor disturbances. Unfortunately, I believe, business originally sowed the seed for many of the problems confronting us today on which labor racketeers are profiting from our errors.

Now, as I observe the personnel problem, top management has been inclined to go out and hire a personnel man to deal with it. I feel sorry for the meetings I am often invited to attend, where 100 per cent of those present are personnel men of different organizations. They are required to go out and talk this problem over among themselves. They are sincere and honest individuals trying to do a job, but I see much evidence that top management lacks interest in the particular problem they are trying to solve.

It is my strong opinion that the success of any personnel man or program depends entirely upon the philosophy of top management. That philosophy permeates the organization and inspires department managers and others upon whom you are dependent to do this job to do it well.

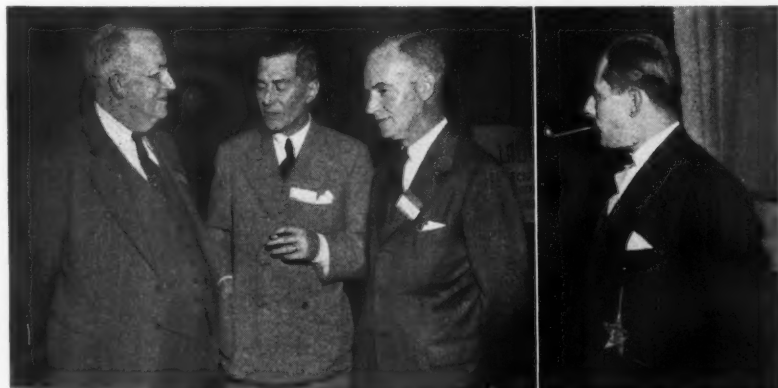
Mistaken Philosophy

I see throughout the country a philosophy which I believe is wrong to start with and will never bring results. Only last week I heard a business leader speak on this subject—not of personnel—but of economic problems of today and the future. He made the statement that labor is a commodity. There, in my opinion, is the wrong philosophy with which to start. In the first place a commodity is an inanimate thing. When we deal with labor we are dealing with something which responds to fair and honest treatment.

I have also heard that labor is a product of capital. It may be a sound and logical economic conclusion, but today we need some practical ideas and a human touch to solve our problems. It won't do us a bit of harm to get away from theory occasionally.

I don't think any of us can look upon a great estate, or any great amount of capital, and trace it far before we find that the capital was created as the result of the mental or physical energy of someone. Some man created an idea or may have produced a certain amount of work which in turn created that capital.

If we are perfectly honest with ourselves and analyze our business, I think we come to the conclusion that capital and labor are inseparable. In the meat business you cannot get along without capital, but, on the other hand, you cannot get along without men to perform and make that capital work, and to give you the quality of goods you are trying to manufacture, as well as



CHAIN STORE MEN FOUND THE SESSIONS INTERESTING

LEFT: Jesse M. Dietz (left), American Stores, Philadelphia, confers with Fred Foster (right), his associate, and G. L. Hoerter, sales department, Armour and Company, Chicago. The gentleman contentedly puffing his pipe in right photo is George Friedland, president, Union Premier Food Stores.

the type of effort you need to sell those goods.

I try in my business to look upon capital and labor as inseparable. My attitude is that I represent a partnership in the business. I represent the stockholders who provide the capital, and I represent the employees who provide the effort. The two being inseparable, I don't see how we can conclude anything other than the fact that we have a partnership to begin with.

Now, I have heard this term partnership used in letters to employees. However, unless top management honestly and sincerely believes that it is representing a partnership, and conducts itself in that spirit, I don't see how we can get results. We can't carelessly use the term partnership. If, in making our decisions, we look upon the interest of stockholders on one hand, and then on the interest of the employee who is investing effort, I think our decisions will be more sound and protect and give a greater proprietary interest to the employees.

Labor is Big Business

Unless we have that philosophy, I don't see how we can produce results. I can say a great deal about labor and labor organizations. Briefly, I think one of our main difficulties today is the fact that labor is the biggest industry in the United States. We have seen small industries grow, and in the process of growing we have seen certain types of management become obsolete. I think the same is going to be true in our labor organizations and that we can influence it more by our conduct.

What we need in this country is an educated and a trained labor leader and not a racketeer. I have no complaint to make of organization. In fact, I find in my own company that it is a convenience, and a better way of doing business, to deal with employees collectively. My only quarrel is that the labor leader is not as sincere as I am in trying to produce the proper results for the employee.

I find in my travels and in trying to execute my philosophy that the most important thing I do is meet with employees once a year. I have just completed a trip over the western part of our system, and I have talked to 1,500 employees, individually and collectively. I have not talked at them. I have not talked down to them but have talked with them. I believe I received the greater benefit from these talks.

In looking at a man and his job I keep two things in mind: First, if we in top management accept our responsibility as representing two partners in an enterprise, and are honest in that, it is going to lead us into a constructive trend of thought for the best interests of the employee. The next aim, which is strictly psychological in its effect on top management, is to place a value on a man's job. For example, in my own mind I carry the idea, when I am talking to a man receiving \$2,000 a year, and who may have a grievance or have been discharged, that I am not talking

Conventioneers Dine, Deliberate and Dawdle

1.—Ted Brown of Preservalline looks as if he means business. His partner at luncheon is Ernie Schramm, Grand Rapids Packing Co., Grand Rapids, Mich.

2.—Max Salzman, Max Salzman, Inc., clears up a point with George Rinder, K. & R., Inc., Hastings, Neb.

3.—John D. Goldsmith (right), purchasing agent, the Charles Sucher Packing Co., Dayton, O., glimpsed with Irvin L. Hirsch, Independent Casing Co.

4.—Paul Heath (right), L. S. Briggs, Inc., Washington, D. C. found the convention relatively quiet after living in present-day Washington. His companions here are Arthur Luft (center), Oppenheimer Casing Co., and "Pee Wee" Hughes, Wm. J. Stange Co.

5.—G. S. Hertler (right), president and treasurer, Hertler & Co., Inc., New Haven, Conn., inspects natural casings exhibit with Baldwin Smith, John E. Smith's Sons Co.

6.—William Lexier (left), superintendent, and W. G. Rockwood, sales manager, Home Packing and Ice Co., Terre Haute, Ind., with Bernard Roehm, Afral Corp.

7.—Among the Canadians present at the convention were J. R. Bourassa (left), N. Bourassa, Ltd., Montreal, and Victor B. C. Woodcroft, Griffith Laboratories, Toronto.

8.—K. G. Engelmann (right), superintendent, Laclede Packing Co., St. Louis, Mo., discusses operating problems with H. A. McConnell, Globe Co.

9.—These National Provisioner boosters are J. L. Rogers (left), manufacturing superintendent of Neuhoff, Inc., Salem, Va., and J. O. Strigle, eastern representative, H. J. Mayer & Sons Co., Chicago.

10.—Kurt M. Georgi, Sayer & Co., Inc., and John A. Tinay, vice president, Skipper Meat Products, Cleveland, indulge in a little refreshment.

11.—John Crocker (left), president, Crocker Packing Co., Okmulgee and Tecumseh, Okla., takes time out for a chat

with H. W. Tohtz, R. W. Tohtz Co., St. Louis, Mo.

12.—George Straub (left), C. F. Vissman & Co., Louisville, Ky., and Sol Morton, president, Meat Industry Suppliers, were convention buddies.

13.—N. L. Hofmann (left), vice president and treasurer, Hofmann Packing Co., Inc., Syracuse, N. Y., with Preservalline's Louis Rosmarin and Lee Kenyon.

14.—W. A. Zweigle, president, Zweigle Bros., Rochester, N. Y. (left), Mike Krauss, Independent Casing Co., and N. Loom, Trunz, Inc., Brooklyn, look comfortable.

15.—W. W. Naumer, president, Du Quoin Packing Co., Du Quoin, Ill., and George Nelke, Lou Menges & Associates.

16.—Fred Glauser (right), partner, Forsyth Packing Co., Maryville, Mo., and Martin Suess (second from left) of the same company, enjoying the Fearn brand of hospitality as dispensed by W. E. Kicker (left), sales manager, Fearn Laboratories, and Robert McBride.

17.—Joseph Posik (left), superintendent, Pavelka Bros., Cleveland, and Con Yeager, Con Yeager Sales Corp., Pittsburgh, who recently celebrated his seventy-fifth birthday.

18.—Charles Schwing (left), Cincinnati Butchers' Supply Co., relaxing with E. L. Baldwin, vice president, Bloomington Packing Co., Bloomington, Ind. Mr. Schwing, once incorrectly identified as connected with a southern meat packing company, is noted for his lack of fondness for air travel.

19.—H. J. Mayer, sr., H. J. Mayer & Sons Co., Chicago (right), plays the gracious host to Paul Heath, superintendent, L. S. Briggs, Inc., Washington, D. C.

20.—Carl Warkocz (right), superintendent, and C. G. Pieper, assistant superintendent, Oswald & Hess Co., Pittsburgh, Pa., with "Carload Harry" Altman, Spicene Co. of America.

about a man's job, but that I am talking about a principal that in itself creates \$2,000 a year. Therefore, I am



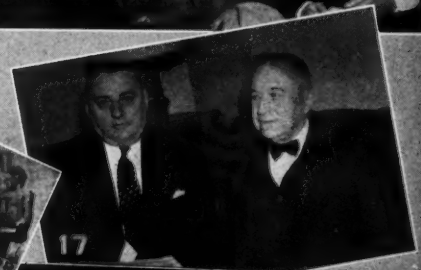
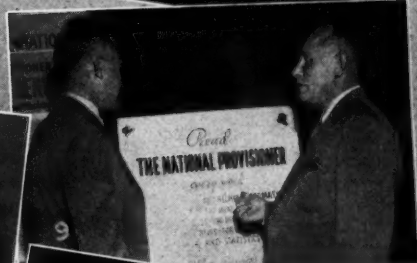
DISCUSSING "DEFENSE" LARD

Dr. C. E. Gross (left), chief chemist, John Morrell & Co., and Harry J. Williams, vice president, Wilson & Co., find lard an intriguing subject.

talking away from that man approximately \$40,000 or \$50,000. With that psychology, I find I am more deliberate in giving the man the hearing to which he is entitled. I stop and say to myself, "I am about to take \$40,000 in principal away from this man. Are we going to be fair and honest and deliberate in doing that? It is serious to him."

Another difficulty which I am trying to overcome (and again it is a fault of top management) lies in running a company from the balance sheet and the statistics. The balance sheet is important, as are our statistics, our sales, our manufacturing volume, and the condition of our plants. How many executives in business today have on their desks the representative figures on all those component parts of business—the personnel? What is more valuable that doesn't appear on your balance sheet than personnel? It is practically everything in our business.

One thing missing on the desks of top



executives, are the vital statistics of their organizations—the personnel. You may say it is not practicable because you have 10,000 or 15,000 employees, but each morning I know of every employee who has been sick at any point in the United States for a period of one week or more. If there is anything the company can do, we do it. At least I drop the individual a note or send him some flowers or otherwise evidence my interest in him.

When you stop to figure out a man's life and the eight hours a day he spends with you, and compare it with his other activities, you find that he spends most of his life with his employer, or engaged in effort for his employer. Then, when he is in difficulty, he appreciates the recognition that he should have from that one friend. In addition, we have the other vital statistics of anniversaries, men who have been promoted, and births and deaths of families and others.

Can't Be Mechanical

Now a great danger in following out such a policy of maintaining a personal touch is that if the executive doesn't believe in it, and doesn't get pleasure and satisfaction out of helping others, he might just as well not do it. If you are going to put these particular incidents on a production basis, and permit your secretary to send out a canned letter or send flowers whether you are there or not, or know anything at all about it, then I say you are not being sincere. Nothing that we endeavor to accomplish along this line is going to be lastingly effective unless we are sincere.

Some of us have trouble in business today and hear considerable criticism of business.

If you want to get some satisfaction out of life when things look dark, go to your office in the morning and find letters from the wives of your employees in appreciation for some little courtesy rendered the family, or letters from employees acknowledging their tenth or fifteenth anniversary with the company and pledging their support and loyalty for another 15 years. You will find that if you are not maintaining a friendly and intimate relationship with your employees, you are missing one of the few remaining satisfactions and pleasures connected with conducting a business.

Now, in closing, I would like to state my own experience. I have been quite critical of government. I see a lack of unity throughout our country as I travel over it. I have blamed politicians and up to a year ago I was inclined to feel that the answer rested with politicians.

Employees Won Away

We have seen our employees taken away from us by two groups. We have seen them taken away by labor leaders and the loyalty and friendship they once had eliminated. On the other hand, we have seen the politicians take



WOMEN EXECUTIVES WERE ON HAND, TOO

Proving that the men have no monopoly on managing meat industry affairs, several women holding important executive posts were again in attendance this year, including (left, upper photo) Della Nuckolls, president, Nuckolls Packing Co., Pueblo, Colo., and Mrs. Virginia Nuckolls, vice president.

In lower photograph Mrs. D. J. Harrison (right), chairman of the board, C. A. Durr Packing Co., Utica, N. Y., and Miss Margaret Durr, vice president, visit with Irwin L. Hirsch, Independent Casing Company.

the loyalty away from us through our employees.

What did they do? The unions got them 10c an hour increase. Who pays the 10c an hour? The employer. The politician may have given him social security, and therefore he has that appreciation from the employee. Who pays the bill? The business. In other words we are paying the bill but are getting none of the benefits. I feel this way: That we must accept our social obligations as a cost of doing business. Let's put it in the price of our product, as we do other overhead, and let's take these middlemen out who haven't the same sincere objective in serving the public that we have.

In running a business today we have

a greater responsibility than just doing these things for the good and success of our own company. We have a national problem and, as individual business men, we bring about unity of labor and capital by conducting ourselves in this manner. In the final analysis we cannot have in this country one strong national democracy unless it is made up of a multiplicity of individual small, strong democracies.

CHAIRMAN NEWCOMB: We have all been reading in the papers what possibly might happen to our money as a result of the international situation. The future of money is of great concern to all of us.

The next speaker is the economic advisor of the British Parliamentary monetary committee, which is an informal committee of members of Parliament who have a special interest in monetary matters. He has worked with banker associations, finance officials in Washington, the committee for the nation and various business organizations, in regard to the future of money. His conclusions on this subject, presented as his own views in the role of an observer, are of unusual interest and merit close attention.

It is my pleasure to introduce Sir Charles Morgan-Webb. Following the conclusion of his talk, Sir Charles will be glad to answer any questions that may be asked.

Morgan-Webb Says, Redistribute Gold and Adjust Money

SIR CHARLES MORGAN-WEBB: For our talk on money this morning, I am going to ask you to go back



MORGAN-WEBB

ten years to 1931. That is an important date in the history of money, because in 1931 there came to a conclusion an intense conflict between the monetary systems of the United States, Britain and France. These three countries were on the gold standard, but each of them worked the gold standard to suit its own requirements, with the result that the gold standard developed into three very hostile and conflicting monetary administrations.

Take Britain, for instance. Britain is a small island with a very large population. Every square mile of the United States supports a population of 36 persons. Every square mile of Britain supports a population of 700 persons. We have to support, acre for acre, 20 times as many people as you in the United States. Of course, we don't have the same standard of living, but even discounting the standard of living, we get the rather astonishing conclusion that an acre of Britain produces from 12 to 15 times as much wealth as an acre of the United States.

Now, that intense population can only be supported by extensive foreign commerce. Britain imports, in time of peace, 75 per cent of her food. She imports 65 per cent of the raw materials of her manufactures. That food and those raw materials must be paid for. Since Britain doesn't produce any gold, she can't pay for them by gold. Dominions and her dependencies are a financial liability rather than an asset, so she can't depend on her dominions or her dependencies to finance these immense imports of food and raw materials. There is only one way that she can finance them, and that is by exporting manufactured goods.

Distributed Gold Evenly

When Britain was on the gold standard, she tried to distribute gold equitably throughout the world in order that her customers overseas be able to purchase her manufactured goods. She kept the smallest possible amount of gold in Britain for her own requirements, and tried to see that every nation had its quota of gold, so that the merchants of that nation would have the

necessary credit and the necessary purchasing power to buy British manufactures. With the money we received when they purchased British manufactures, we imported the food and the raw materials necessary for our existence. It was, you may call it, a distributive gold standard.

Conditions in the United States are very different. The United States is very largely a self-supporting country. You can produce all the food you require; you produce 80 per cent of the raw materials you require. Consequently, you want a very large basis of gold for the enormous monetary structure that is necessary to finance your agriculture and your industry. The United States, instead of distributing gold as did Britain, accumulated gold in following American requirements.

Three-Power Conflict

France also started accumulating gold, but for other reasons. France is a hard money country. She tries to get a hundred per cent backing, not only for her note issue, but also for her check money. She started accumulating gold just as rapidly and intensely as the United States.

Now that was the nature of the conflict between the three monetary systems that went on during the 1920's. France and the United States were competing against each other for the gold of the world, and they were both frustrating Britain's policy of distributing gold evenly throughout the various nations of the world.

Britain began to feel the strain of

this conflict in the middle of the 1920's. Her exports declined and her imports fell off. Her standard of living declined and unemployment began to go up and up. That went on for seven years. Every year, from 1925 to 1931, things in Britain became worse and worse and worse. At this time you saw in the press of the Continent of Europe the statement that Britain was an old and a senile and a decaying nation; her day was done; her sun had set; she was no longer able to compete on equal terms with other nations; it was time for her to close her shutters and give way to younger and more vigorous nations.

The worst of it was that there was a certain amount of truth in it. We could not compete in the export markets of the world. Our standard of living was going down. Our unemployment was going up. Indeed, things got so desperate in 1931 that the Bank of England took the whole of its gold reserve, its jealously-guarded gold reserve, and flung it into the international currency in a desperate attempt to revive British foreign commerce, with the result that on September 21, 1931, the Bank of England was reduced to its last ounce of gold.

Britain's Great Tragedy

That was a terrible tragedy for Britain. Britain's existence was threatened as seriously in 1931 as it is in 1941. It was a more subtle threat. It was a less brutal threat. I can put the nature of the threat in three short sentences: Britain's existence depended on its for-



OVERGROWN "RED HOT" ON SCALE

The giant red hot sandwich which was on display at the natural casings exhibit tipped the scales at 47 lbs. 12½ oz. Just to make the photographer happy, Chef Andre C. Hoddenbach, jr., Chicago, brandishes his trusty knife over the gargantuan delicacy. (Scale courtesy Exact Weight Scale Co.)

eign commerce. Her foreign commerce depended on gold. Britain had no gold.

There was Britain in 1931—licking her wounds and gasping for breath after the greatest financial tragedy in her history.

Come over to the United States. Ever since the greenback bill in the United States following the Civil War, there has been intense fear of inflation in the United States. That fear of inflation was assuaged to a certain extent when the United States went on a gold standard, but it was not altogether driven out. In 1936, in 1929, and in 1920, there were very serious inflation panics. Even so recently as the turn of the year 1936-1937, there was a fear of inflation which almost amounted to a panic, and it was followed by a deflation that caused an extremely serious depression.

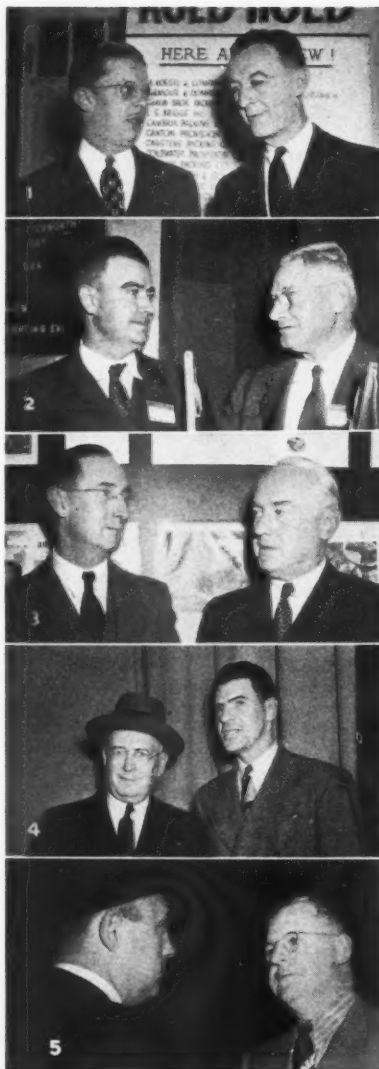
Commodity Dollar

Now this fear of inflation has induced American economists to try to devise some method of avoiding the alternations of inflation and deflation that cause these depressions. One school of American economists, called the stable money school, has proposed that the dollar be based on a general price level of commodities instead of on a certain price of gold. This is called the commodity standard of money. They say that if you base your dollar on a general price level of commodities, you will eliminate inflation, you will eliminate deflation, you will eliminate the business cycle, and above all, you will eliminate the gap that leads to over-production, of wealth and the disposal of wealth—the gap that leads to over-production, unemployment and trade depression.

Although they made such brilliant promises, their proposals were not generally accepted. Economists and bankers said that a price level was too elusive on which to base the money of the United States. The government authorities were aghast at the amount of management it would cost them if they went on a commodity standard. The man in the street treated the proposed commodity dollar as a rubber dollar and labeled it "boloney money."

British bankers, economists and people were equally critical of this so-called stable money. However, in 1931, Britain had no gold. Britain didn't leave the gold standard. The gold standard left Britain—and left Britain without an ounce of money to carry on. We couldn't run on the gold standard when we hadn't any gold, and so we came across to the United States and took the only other available alternative, we put our pound sterling onto the commodity standard that had been invented and developed and perfected by American economists.

We didn't do it with any great hopes as we didn't have much belief in the commodity standard. We rather did it in a mood of desperation. We wanted a little breathing space until we could get, by some method or another, enough



LENDING AN EAR

1.—Richard von Schrenk (left), assistant to the president, The National Provisioner, learns about truck refrigeration from Ed Thiele, vice president, Kold-Hold Mfg. Co. of Lansing, Mich.

2.—Brother packers: E. E. Crittenden (left), president, Smith Packing Co., Nashville, and J. A. Crittenden, sales manager, Haas-Davis Packing Co., located in Mobile, Alabama.

3.—George M. Foster, vice president, John Morrell & Co., with Harvey G. Ellerd (right), vice president, Armour and Company.

4.—Convention veteran L. E. Griffin, P. G. Gray Co., Boston, and A. W. Brickman, vice president, Illinois Meat Co., Chicago.

5.—W. F. Schludenberg (right), president, Wm. Schludenberg-T. J. Kurdle Co., Baltimore, and W. B. Peppler, manager beef section, Cudahy Bros. Co., Cudahy, Wis.

gold to get back on the gold standard. In that feeling we went on a commodity

standard, the standard that had been invented by U. S. economists.

We went on that standard in September, 1931. To everybody's bewilderment and amazement, the commodity standard succeeded beyond the wildest dreams of the imagination. Almost as if by magic, that depression that we had been declining into for the previous seven years, ceased. Our standard of living began to go up. Our unemployment began to go down. Our exports increased. Our imports increased. And nobody was more surprised than the British monetary authorities at this response to the change in their monetary system.

The reason was this: Not only had Britain lost all her gold, but 21 other nations had lost their gold. Their wharves and their warehouses were bulging with the food and the raw materials that they wanted to sell, and Britain wanted to buy. They couldn't sell them and Britain couldn't buy them because gold had abdicated its function of financing international commerce, and had buried itself in the vaults of the banks of France and the United States. The pound sterling jumped into the breach created by the abdication of gold. Britain started making pounds sterling and giving them out to other nations in abundance.

21 Nations Joined Britain

Of course, in American language, these pounds sterling were "boloney money." They were unbacked by gold. They were only backed by commodities. But the 21 nations whose commerce had been destroyed by the extraction of gold from the international currency—they didn't care whether it was boloney money or not. They wanted to sell their goods and they found that they could sell them with the boloney money and Britain would buy them, and they could buy from Britain with this boloney money. From that moment, the prosperity of Britain and the prosperity of every one of those 21 nations went up and up and up, while the prosperity of the nations remaining on the gold standard, including the United States, went down and down and down.

On that commodity standard Britain enjoyed, from 1931 until the outbreak of 1939, the most prosperous period in the whole of her long history. She added more wealth and more to her national income during those eight years than she had ever added in any corresponding previous period in her history. In 1931, the annual income of Britain was equal to about \$17 billion. By 1939 it had been raised to \$27 billion. That was the biggest increase ever made in Britain's out-turn of wealth in a similar period.

Some people say that Britain made no effort to prepare herself for war. She did make this effort: She placed her industry and her finance and her economics on the most stable basis they had ever been on in the whole period of her history. In the first year of this

war, Britain spent—and by Britain, I mean Britain, not Canada, Australia and the more or less independent nations of the British Commonwealth—\$13 billion. The total of her national income in 1931 was only \$17 billion. If we had gone to war in 1931 or shortly afterward we couldn't have lasted three months. We hadn't the resources. But when we went to war in 1939, we had raised our economic resources from \$17 billion to \$27 billion, and we were able to spend \$13 billion on the war and keep the other \$14 billion for our own sustenance, of course at a very much lower standard of living.

In the second year of the war, in addition to the lend-lease aid granted by the United States, Britain alone spent \$18 billion, or \$1 billion more than the sum total of our national income in 1931. For almost two years we carried on our industry in competition with the loot of 16 countries and the slave labor on the continent of Europe until the United States came to our assistance with the Lend-Lease Act.

Sterling Group Grows

You may think, "Oh, yes, this is all very well. You are talking a lot about Britain, but what about the future of American money, that is what we want to hear?" What I have told you has a very strong relationship to the future of American money. Take the question of gold for example. You now have between 80 and 90 per cent of the gold of the world—about \$23 billion. While you are paying \$35 an ounce and accumulating gold to the extent of \$23 billion, the sterling group has grown from 21 nations to 29 nations. They comprise two-thirds of the international commerce of the world and they have invented, developed and perfected a system of working international commerce independently of gold. They carry on their international commerce by means of boloney money backed by commodities and not by gold.

That is very important for the United States to consider. Are you going to accumulate gold, paying \$35 an ounce for a commodity while other countries are finding a way to dispense with it because you are accumulating it? How do you know you will ever be able to get \$35 an ounce for your gold when gold is simply a one-way commodity? It is all coming to the United States.

That is the first problem of the future of your money. What is going to happen to your gold?

Closely related to the question of what is happening to your gold is the question: What is going to happen to your exports? Now, that is a subject in which everybody present is very interested. Now, let us take the case of any merchant in one of these 29 nations of the sterling group. He wants to put in a very large order for meat products and he is undecided whether to give that order to the United States or Argentina. He goes to his banker to find out how he is going to finance his order. The banker says:



ARCHITECTS AND ENGINEERS AT THE CONVENTION

- 1.—P. S. Brubaker, Smith, Brubaker & Egan, Chicago.
- 2.—Morris Fruchtbaum, packinghouse engineer and architect, Philadelphia.
- 3.—Sam C. Bloom, construction engineer, Chicago.
- 4.—Al Egan, Smith, Brubaker & Egan.
- 5.—H. Peter Henschien, Henschien, Everds & Crombie, Chicago.
- 6.—G. Harold Smith, Smith, Brubaker & Egan, Chicago.
- 7.—George B. Mulloy, packinghouse consulting engineer, Chicago.
- 8.—William H. Knehans, Packers Architectural & Engineering Co., St. Louis.

"Argentina, certainly, I can give you as many pounds sterling as you like on very easy terms, and I can finance any purchase you would like to make there on pound sterling. As for the United States, that is a very difficult proposition. Since the dollar is on gold, the exchange is very high and you will

have to pay a high rate for your dollar. The foreign dollar is at a premium and if you want accommodations for three months it will mean an extra cost for your foreign dollar. Besides that, the government of our country has told bankers that we already have a very unfavorable balance of trade with the United States and we are to go easy. If the unfavorable balance of trade with the United States gets very much bigger, we will have to go to Britain and buy gold. Since Britain hasn't much gold, she is charging a very high price for it."

Very possibly, as a result of that visit with the banker, the merchant in that country will give his order for meat products to Argentina rather than the United States. It is easier to finance an order to any country in the sterling group than to the United States. That brings me to an amazing fact: For the eight years from 1931 to 1939, the export trade of the United States was financed entirely by Britain, your strongest competitor in the export markets of the world.

Britain Financed U. S. Trade

Insofar as your exports are not paid for by imports they must be paid for in gold; your government, although it has \$23 billion of gold, will not allow any of it to go outside to finance your exports. You cannot finance your exports with gold in the country. You must have gold in the purchasing countries in order to finance your exports, and from 1931 to 1939 the only country providing gold for your exports has been Britain.

You may say, "You told us that in 1931 Britain was reduced to the very last ounce of gold. How is it that she can provide gold to finance United States' exports?"

When Britain went off the gold standard, a gold market was opened in London. As it was the only free gold market in the world, all the gold produced in Canada, South Africa, Australia, and a large amount of the gold produced in Russia, went there for sale and for disposal. The British government found that the nations of the sterling group could not trade with the United States because they did not have any gold. They all had unfavorable balances of trade with the United States, but they couldn't trade with them because they had no gold.

Free Gold Market

Britain said, "All right, in return for you doing your international transactions in paper sterling, we will finance your unfavorable balances of the United States with gold." In order to do that the British government set aside approximately \$1 billion to operate in the London gold market and buy up all the newly-mined gold of the world. With that newly-mined gold, bought by the British exchange equalization fund, Britain paid her own unfavorable balance with the United States, which was a very large one, paid the unfavorable

balances of the nations of the sterling group to the United States, financed the refugee capital coming from Europe to the United States and accumulated a reserve for herself in case of war.

Are you going to allow your strongest competitor in the world's export markets to finance your exports? Your export trade is dependent on the willingness and the ability of Britain to provide the gold necessary to finance it. Are you going to agree to that course when the war is over? While I am talking of peace time economics that don't count anymore, they will after the war unless the United States makes a change. At the end of the war you will again be dependent on Britain for financing your export trade.

What is going to be the purchasing power of the dollar? As you know, prices are going up, up and up. That means the purchasing power of the dollar is going down, down and down. The dollar will not purchase so much as it did.

War time inflation is very different from peace time inflation. In peace time it is comparatively easy to control inflation by balancing your circulation of money against your out-turn of goods. If you can get your circulation of money just equal to your out-turn of goods, then you avoid both inflation and deflation.

War Time Inflation

You cannot do that in war time. You cannot keep your money down to your out-turn of goods. You must, unless you are prepared to lose the war or to take only a minor part in it, allow money to circulate freely. In war time



SPECIALISTS ON MEAT

Although specialists often disagree, these two good friends, Dr. H. R. Kraybill, American Meat Institute, and Dr. C. Robert Moulton, consulting editor, *The National Provisioner*, agree on the timeliness and importance of the convention.

the amount of money in circulation is always much greater than the amount of goods produced for consumption, because money is circulated by production of armaments and common consumption goods, but that very large amount of money resulting from the production of armaments and consumption goods is spent on consumption goods only. As a result there is more money in the market than goods.

The only way to control inflation in time of war is by rationing, taxation, compulsory savings and limiting price levels. Those are the only methods open. You cannot do it by limiting

your circulation of money, because it must be equal to financing your war effort. However, you needn't be afraid. The amount of inflation produced by this method does not really get out of hand. It is nothing compared to the inflation in Austria and Germany and some of the continental countries after the last war.

That was a deliberate inflation. Germany's inflation in 1922 and 1923 really did much more harm to Germany than the whole of the four years of war. The disaster to Germany was not so much defeat in the last war as her own voluntary and self-imposed inflation, which was done voluntarily in an effort to repudiate the national debt and the debt structure within the country. The United States will never go into inflation; you needn't be afraid. You will have a certain modified inflation during the war, but it will be an inflation that never will get out of hand. At the end of the war it will be quite possible to bring it down to a proper level.

America's Principal Problems

I feel it is rather impertinent for an Englishman to make any suggestions as to the future of America. I have told you your principal problems: Whether your gold will retain its value; whether you are going to allow Britain to finance your exports after the war, as you allowed her to finance them from 1931 to 1939, and third, the status of the purchasing power of your money when the war is over and you are suffering from a certain amount of inevitable war time inflation.

Here is a suggestion but I don't give it out as a cure-all for all your problems. There are about ten commodities, including rubber, nickel, tin, wolfram, manganese and chrome, which America does not produce in sufficient quantities for your own requirements. As a result you are frequently caught short in your requirements and when this happens the nations which do produce them send their prices to extremely high levels. This disorganizes your industry.

This is my suggestion: Instead of putting all your eggs in one basket and accumulating \$23 billion worth of gold which may lose its value, why not use half of that \$23 billion to accumulate a 12 months' supply of every raw material you do not produce yourself? A 12 months' supply of rubber, 12 months' supply of tin, 12 months' supply of chrome and so on. You can buy them when industrial demand is slack and prices are low and you can sell them when supply is short and you get a good price. It is a good paying proposition.

Britain is doing that herself. The stability this would give to your internal industries is nothing compared with the stimulus it would give your exports. If you would export \$10 billion of that gold, and let it be equitably distributed throughout the world, just as Britain did when she was on the gold standard, you would find that gold would provide dollars for expanding American exports



A ROUND TABLE SESSION ON ACCOUNTING

Looks as if these four accounting-minded men are about ready to roll up their sleeves and plunge into debits and credits. Left to right are Dudley Smith, American Meat Institute, E. J. Garrity, chief accountant, Geo. A. Hormel & Co., Joe Gibson, comptroller, Rath Packing Co., and T. G. Sinclair, treasurer, Kingan & Co.

to a much greater degree than at present. Gold inside the United States cannot expand your exports. It is a very good basis for your internal currency, but it doesn't help with the external international currency to expand your exports.

Now, I don't put that forward as a positive solution. It is just one of many solutions. Those are the three problems your government has to solve if you are to proceed from a war-time to a peace-time economy. When that time comes you must adjust your money to the requirements and try and get your gold to circulate. Gold has value because it has a fascination for most of the people of the world; nine-tenths of them prefer to put their life savings into gold or silver rather than real estate or securities. Most of the people in southern and eastern Europe and Asia, most of the people in Africa and South America, would rather put their life savings in gold than in securities or real estate. However, you are preventing them from doing this by accumulating between 80 and 90 per cent of the gold and burying it at Fort Knox. If you could restore that gold to circulation in the world you would safeguard its value, stimulate your export trade and set up a tremendous equilibrating factor for those parts of your internal trade dependent on goods you do not produce.

You have given a very patient hearing to a talk on a rather technical and boring subject. I shall be very glad to answer some of the thousands of questions which I have omitted, if you care to ask them on the spur of the moment.

CHAIRMAN NEWCOMB: Gentlemen, are there any questions that you would like to ask the speaker?

QUESTION: What do you think the effect would be on our money if Hitler won the war?

SIR CHARLES MORGAN-WEBB: It is not a bit of good asking an Englishman what will happen if Hitler wins the war. We are not interested. If Hitler wins the war we shan't be here, so you will have to solve that problem yourself. Don't ask an Englishman that. And besides, Hitler isn't going to win.



CANINE REGISTRANT

One of the colorful personalities of the convention, Selwyn Rubin, Preservaline's western representative, is shown at the registration desk with his constant companion, Miss Presco Trixie.



CONVENTION CLOSE-UP SHOTS

- 1.—Marc C. Scheumann, superintendent of E. Kahn's Sons Co. at Cincinnati, O.
- 2.—O. H. Eichelberger, supt. Schwartzman Packing Co., Albuquerque.
- 3.—K. T. Wood, personnel department, Wilson & Co., Inc., Chicago.
- 4.—D. E. Nebergall, president, D. E. Nebergall Meat Co., Albany, Ore.
- 5.—Jack Saunders, Early & Moor, casing importers, Boston, Mass.
- 6.—Adolph O. Bauman, manager, Commodity Appraisal Service, Chicago. ¶
- 7.—Byron G. Benson, advertising manager, Rath Packing Co., Waterloo, Ia.
- 8.—Harry H. Pfeil, office manager, Waldock Packing Co., Sandusky, O.

QUESTION: I am interested in what conditions would have to be repeated to bring about an inflation such as existed in Germany after the war. I understood you to say that just the desire to go ahead and do it would be necessary.

SIR CHARLES MORGAN-WEBB: I said that Germany deliberately adopted a policy of inflation to repudiate her national debt and cancel all past debts and start afresh. That was a disaster to Germany which was even greater, I think, than the effect of the war.

QUESTION: To what extent is trade activity a sound basis for credit as against gold? In other words, trade activity is really the result of man-hours—man's enterprise applied to resources.

SIR CHARLES MORGAN-WEBB: The question is this: To what extent is trade activity a security for trade as compared with gold? If you had asked me that question before 1931 I should have said not at all and that gold is absolutely necessary. Our experience in Britain since 1931, however, which has been very largely contrary to our economists and our theories, has been that the production of commodities and the commodities themselves are a far better basis for trade than gold. We found in the last eight years that such a basis is not altogether theoretical; it is absolutely practical. We have stabilized our pound sterling on a commodity basis so that its purchasing power is much steadier than the dollar's on a gold basis. That was illustrated in the

inflation and deflation of 1936-37. You had a very big inflation and a very big deflation. Britain was next-door to Germany, which had created tremendous international tension on the Continent and was using her barter system of economy to blackmail every weaker nation in Europe.

Theoretically, we should have suffered far more than the United States from the inflation and deflation of 1936, 1937, and 1938. In fact, we suffered far less. We hardly felt either the inflation or the deflation, and we have verified practically the assumptions of the American economists who invented the commodity standard.

The second session then adjourned.



PARDON THE INTERRUPTION . . .

The National Provisioner cameraman asks the indulgence of L. N. Clausen (left), district manager, Armour and Company, and Roy Stone, American Meat Institute, while they have a photo taken, and finds them glad to oblige.

Nutrition, False Profits and Business Occupy Last Session

October 7, 1941

THE meeting convened at 2:30 p.m. with W. F. Schluderberg, vice chairman of the board of directors, presiding.

CHAIRMAN SCHLUDERBERG: We are signally honored this afternoon in having as our first speaker one whose achievements have made him a national figure. A native of Iowa, with degrees from two of the leading middle western



W. F. Schluderberg

universities, our guest has spent his life in the field of agriculture and allied industries. For 23 years he was a member of the faculty of Montana State College. Here his work as a teacher, extension worker and administrator demonstrated his leadership. In 1933, while head of the college's Department of Agricultural Economics, he was called to Washington, to serve as chief of the Agricultural Adjustment section. He served as assistant secretary, then he became under-secretary and now is director of extension work in the Department.

With the launching of the national health defense program, he accepted the appointment as director of nutrition in the Federal Security Agency. A few weeks ago, he called 900 workers in this field to a national nutrition conference, and helped to mobilize them for the task of building a stronger America—to assist the 45 million persons who are living on inadequate diets.

Our speaker is an economist and a sociologist. He knows the part that meat plays in health defense. He is a firm friend of the livestock and meat industry and knows its problems. It is a pleasure to introduce M. L. Wilson, who will talk on the subject, "Meat in the National Nutritional Program."

Wilson Review of Nutrition Effort; Lauds Thrift Ads

M. L. WILSON: I am happy to be here with you on this the thirty-sixth annual convention of the American Meat Institute. To no small degree has the American meat industry contributed to the researches and educational activities that have brought us a vast amount of new knowledge on nutrition. It is through this kind of encouragement which we in America have given to the cause of humanity that our people have attained what we are proud to call the American standard of living.



M. L. WILSON

Today we realize more than ever that food is one of the important basic requirements for the kind of civilization that democracy stands for. And nowhere else in the world does mankind enjoy such food facilities as are available to us here in America.

On the one hand we have an unparalleled capacity for primary food production. American farmers, under

the leadership of their agricultural colleges, experiment stations, and extension services, have mastered the problems of growing the necessary food. They have done so to a degree which justifies Secretary of Agriculture Wickard, who is a practical farmer himself, in saying that "food will win the war and write the peace."

Alongside this productive ability of our farmers stands the efficiency of the food processing industry. With labor conditions and wages that follow the American pattern, our food processing industry has reached a degree of production efficiency that can be equaled nowhere else in the world.

Despite these achievements, of which we can be justly proud, our government has in the past year been frank enough to acknowledge openly and publicly that the blessings of our food resources do not reach all our people. Much remains to be done to raise the dietary standard of millions of families. For one reason or another, whether through ignorance, poverty, or a faulty distribution system, we find a considerable segment of our people in a state of unjustifiable malnutrition.

National Nutrition Conference

These facts were all brought out at the time of the National Nutrition Conference for Defense called by President Roosevelt last May. Many of you attended and took an active part in that conference. In it the nation gave recognition to the need for a strong and healthy people in all walks of life—especially in this time of great emergency.

I shall not attempt to enumerate the points raised at the conference. The proceedings will soon be available in printed form. I just want to mention again that the scope of the conference was so comprehensive that it will be years before we appreciate its true significance.

The conference called for a nutritional program on a broad front. It laid plans to put nutritional knowledge into action for the three-fold purpose of 1) Making America strong by making Americans stronger; 2) Making food available as a weapon for the defense of democracy, and 3) Laying the benefits which may come in the future as the result of present efforts.

That we get nutrition through food,

UNOFFICIAL BUSINESS

LEFT: These three Sooners are Roy Wickham (left), Charles Hamilton and G. L. Berry, all of Wickham Packing Co., Sapulpa and Ada, Okla. **RIGHT:** Accompanied by Miss E. Anderson, A. C. Scheuren (center), the Jim Vaughan Co., Chicago, bandies words with C. B. Heinemann, secretary, Eastern Meat Packers Association.



and that good nutrition and good health for all people require good food for all was highlighted by Administrator McNutt when he opened the nutrition conference.

"Don't forget," said Administrator McNutt, "that for a very significant part of our population nutrition is not a nine-letter word emblazoned with men in white rampant upon a field of vitamins. It is a four-letter word—food—good food and plenty of it."

In line with the objectives highlighted by the nutrition conference, we are now engaged in a great effort to persuade families in every county and community to realize that nutrition is one of the most important factors in national defense. Science, medicine, agriculture, the food industries, extension workers and vocational teachers, public schools, public health workers, and thousands of home-economics trained women have joined hands in the Nutrition Program.

Briefly, the history and organization of the government's part of the nutrition program is as follows:

Defense and Nutrition

Nutrition became a major national defense activity last year when, at the request of the National Defense Advisory Council, two subcommittees of the National Research Council were appointed. The two subcommittees were those on nutrition and on food habits. Their membership is made up of leading scientists who give technical advice and guidance to the government. Nutritional defense activities of governmental agencies have been brought together under the Office of Defense Health and Welfare Services, of which Federal Security Administrator Paul V. McNutt, is director.

There is also a National Nutrition Advisory Committee representing both federal agencies and national organizations like the American Red Cross and others. This committee serves in recommending broad matters of policy to the Office of Defense Health and Welfare Services.

In each of the 48 states, state nutrition committees have been organized. These represent the various groups responsible for nutritional activities of the federal and state governments. State committees are in contact with county committees on which the local health authorities, the Red Cross, medical associations, home economics teachers, county extension services, and similar fields are represented.

The Office of Civilian Defense is cooperating in the nutrition program through its volunteer activities. It is responsible for organizing the recruiting and training of volunteer workers in this as in other defense programs. This ties in closely with the work of state and local nutrition committees and will swell the army of workers which this great program requires. In the canteen service, which will be under the auspices of the American Red Cross, women who want to take part will be



OFF THE RECORD

1.—A. Wallmo (left), Oscar Mayer & Co., Madison, cooperates with Robert Burrows, J. C. Wood & Co., on a little close inspection.

2.—E. O. Freund (right), president, the Visking Corp., gives his attention to Paul I. Aldrich, editor emeritus, The National Provisioner.

3.—J. Fred Schmidt (left), general manager, J. Fred Schmidt Packing Co., Columbus, chats with fellow Ohioan Carl Falter, superintendent, Falter Packing Co., Columbus.

4.—M. T. Morgan (left), principal marketing specialist, Surplus Marketing Administration, had plenty to discuss with F. Van Zwanenberg, member of the British Food Mission.

required to take a recognized 20-hour course in nutrition, and, after completion of the course, may wear the uniform and bag of the canteen service. Duties will be manifold, ranging all the

way from helping to organize communities in better nutrition to providing nutrition information at consumer information centers.

Steps are now under way for programs—educational as well as action—to provide a minimum dietary level for every one of our 130 million people. One of these programs, partly action and partly educational, is the agricultural defense program of the Department of Agriculture. Under it American farmers have goals for the greatest production of foods on record. These goals include tremendous increases in all the protective foods. Mr. Burmeister has already mentioned the large increases in livestock numbers that are expected to help us reach our goals. The slogan of the agricultural defense program is "food for freedom." The thought is that this, the greatest American food production of all times, will help bring freedom not only to the countries resisting aggression but also freedom from malnutrition here at home.

This agricultural defense program places particular emphasis on the protein and protective foods which are needed in Britain. Dr. Thomas Parran of the United States Public Health Service, who is in touch with health and morale conditions in England urges very strongly that every person understands that it is the protective foods that the British need. There is urgent need for more cheese, evaporated milk, dried skim milk, dried eggs, and pork. These are as necessary for the defense of Britain as airplanes and guns. This has been further emphasized in the personal reports of Under-Secretary of Agriculture Paul Appleby and Administrator of the AAA, R. M. Evans, who have just returned from London.

As we look at some of these far-flung activities that center about nutrition, it is natural for you to ask: "What role are meat and the meat industry to play in all this?"

Meat has always been recognized as a body builder, and now modern nutritional research is proving its value as one of the most important protective foods. Today, we no longer doubt that meat is an excellent source of protein and that many kinds of meat are high in some of the important vitamins.

There have been two important lines of study on the nutritional value of meat which are of considerable interest to the meat industry. Broadly these deal with the vitamin content of meat and with the quantity of vitamins that are left when the meat reaches the consumer's table. Experiments, like those conducted by Dr. Elvehjem and associates at Wisconsin, have shown that pork has a high content of some of the B vitamins. From studies conducted by the Bureau of Home Economics for a number of years we have learned that thiamin losses can be controlled by satisfactory methods of cooking.

Studies of the Bureau of Home Economics on the influence of cooking and processing on the thiamin content of meat show the loss of 15 per cent in

braising of lean, loin pork chops. Roasting of the loin at a temperature of 180 degs. F. caused a loss of 43 per cent. In cured ham the loss per slice, fried, was only 5 per cent.

Canning, requiring a high temperature over an extended period, brings about much greater loss of thiamin. The lean loin, home canned by the recommended method, lost 86 per cent of the thiamin.

From the standpoint of nutrition we can foresee many practical applications of this kind of research. In the commercial canning of meat, for instance, control of the nutritive value of the product should from now on be regarded as important. It is highly desirable that experiments in this field be followed through further.

Feeding Methods and Meat

Another important branch of research which is being given a new emphasis by the nutrition program is that dealing with feeding methods as they affect the quality of meat. The Bureau of Animal Industry and the Bureau of Home Economics have for years co-operated with various experiment stations in studies of this kind. The Bureau of Animal Industry reports that, in some cooperative experiments conducted in Virginia, carcasses from grass-fed steers contained more carotene, the chief source of vitamin A.

Even after roasting the meat, the vitamin A content of the grass-fed beef was still twice as high as that of the grain-fed steers. It is probable that the vitamin-B content of beef also varies with the feed, although this is something which needs study. In pork we find that the quantities of vitamin B may depend on the feeding of the pig.

Let us now speak of another and entirely new type of research. It is that of studying the food habits of people.

It seems to be inherently human that we make our greatest progress collectively when we are forced into common action for self defense. The first World War stimulated research which greatly broadened the nutrition field. The present emergency should stimulate greater use of the sciences which tell us why people do what they do. This means that we must find out why people eat what they eat.

I was, therefore, greatly impressed by the data which the American Meat Institute presented at the time of the symposium of the committee on food habits last June. On behalf of Governor McNutt and the committee on food habits, I want to thank you for this contribution. The survey which Elmo Roper conducted for you on meat is an outstanding example of studying the food habits of people on the basis of scientific sampling. It demonstrates that there is a great deal to be done by industry operating independently of the government. The survey showed that satisfaction-value is the force which drives home the desire for meat over all the obstacles of intellectual objections. And it properly placed em-

Conventioneers in the Camera's Eye

1.—C. J. Staton and Roy Reed of Ben H. Rosenthal & Co., Dallas, Tex. confer with A. B. Lloyd, Allbright-Nell Co., Chicago.

2.—(Left to right) W. E. Oliver, general manager, Afral Corp., New York City; Jack Sabean, eastern representative, John E. Smith's Sons Co., Buffalo, N. Y., and N. Hofmann, vice president, Hofmann Packing Co., Inc., Syracuse, N. Y.

3.—H. C. Snyder, sales manager, John Morrell & Co., Sioux Falls, S. D., and A. B. Collier, sales manager, and George S. Wilson, sausage manager, John Morrell & Co., Ottumwa, Iowa, visit with Martin D. Levy, vice president, Berth. Levi & Co., Chicago.

4.—(Seated, left to right) Mr. and Mrs. Geo. Cook, Emmart Pkg. Co., Louisville, Ky. (Standing) Wm. G. Joyce, and Wm. G. Joyce, Jr., Boston provision brokers, and H. C. Kuhner, president, Kuhner Packing Co., Muncie, Ind.

5.—C. E. Swenke, president, S & J Meat Co., Portland, Ore., with son, W. C. Swenke, and Emil Meyer, salesman, Transparent Package Co., Chicago.

6.—(Left to right) A. S. Mathison, general manager, and Wm. T. Johnson, vice president, of Standard Sausage Co., Minneapolis, Minn.; "Mike" Baker, Berth. Levi & Co., Chicago; Sam S. Sigman, vice president, K & B Packing & Prov. Co., Denver, Colo.; Mervyn C. Phillips, vice president, Griffith Laboratories, Chicago.

7.—E. E. Bright, Allbright-Nell Co., Chicago; Henry Wagner, Henry Lohrey Packing Co., Pittsburgh, Pa., with his nephew, Frank Lane; and F. Oldenburg, Allbright-Nell Co., Chicago.

8.—Mrs. W. G. Yeager; Mrs. Geo. A. Hess; F. J. Herman, president, Herman Sausage Factory, Inc., Tampa, Fla.; W. G. Yeager, president, Con Yeager Co., Pittsburgh, Pa.; J. W. Doran, buyer for Oswald Hess Co., Pittsburgh, Pa.

9.—(Seated, left to right) A. F. Pahlke, Dry Milk Institute, Chicago; A. F. Pahlke, Jr., Shehan & Co., Inc., Peoria, Ill.; Julius Lipton, president, Aromix Corp., Chicago; (Standing) S. Ray Waite, Aromix Corp.; Chris. Walter, president, Schoene Sausage

Co., Racine, Wis.; N. C. Gross, Paul Lewis Laboratories, Inc., Milwaukee, Wis.

10.—H. R. DeCressey, Visking Corp., Chicago; Fred K. Wahl, president, Fred Wahl Co., Long Beach, Calif.; Anton Rieder, president, Coast Packing Co., Los Angeles, Calif.; O. A. ("Tubby") Wood, Griffith Laboratories.

11.—T. W. Roberts, and W. R. Russell, Cloverdale Products Co., Mandan, N. D. chat with S. E. Crofts, Batavia Body Co., Batavia, Ill.

12.—(Left to right) Earl Noble, Noble Butchers Supplies, New Orleans, La., and G. J. Autin, Jr., secretary-treasurer, Autin Packing Company, Inc., Houma, La., visit with Herbert Altheimer, Independent Casing Co., Chicago.

13.—John Vogel, Wollmershauser Sons Provision Co., St. Louis; Mrs. O. H. Eichelberger; Mrs. Jos. Schwartzman, Dr. A. O. Lundell, Allbright-Nell Co., Chicago and Jos. Schwartzman, president, Schwartzman Packing Co., Albuquerque, N. Mex.

14.—(Left to right) Mrs. Walter Hammann; Walter Hammann, Cincinnati Butchers Supply Co., Central States representative; Chas. G. Buchy, president, and Edmund Buchy, assistant treasurer, Chas. G. Buchy Pkg. Co., Greenville, O.

15.—Oscar C. Schmidt, sr., vice president, Cincinnati Butchers Supply Co., with William H. Sweet, veteran salesman, and Earl Noble, Noble Butchers Supply Co., New Orleans, La.

16.—F. C. Gribbon, southern representative, Allbright-Nell Co., and G. J. Autin, Jr., secretary-treasurer, Autin Packing Co., Inc., Houma, La., chat with Mrs. and Mr. Edward N. Harris, Bryan Brothers, West Point, Miss.

17.—B. G. Rich, Traver Corp., Chicago, and D. W. Rogers, general manager, Detroit Packing Co., Detroit, Mich.

18.—T. Halpin, sausage foreman and Russell D. Schrader, general manager, Schrader's Meat Products, Inc., Rochester, N. Y.; E. F. Beck, Beck Ham Co., Rochester, N. Y.; W. C. Young, Griffith Laboratories, Chicago; L. R. Stupnick, Mongolia Importing Co., New York City.

phasis on the fact that most people consider meat to be an expensive food.

This is a problem practical nutrition workers face constantly. People may like meat and may want it and should have it, but unless they can fit it into the family budget, all their desires and all your salesmanship will not bring it to them. Only a short time ago the consumer purchases study, conducted by Dr. Hazel Stiebeling and associates, of the Bureau of Home Economics and other government agencies, brought out some important facts regarding the expenditures for food by families of different incomes and in different circumstances and the dietary allowances available to them. Those of us who are working toward a better-fed America must constantly remind ourselves that about three-fourths of our urban and

village families have an income which, it has been determined, averages less than \$2,000 per year.

Studies of the Bureau of Home Economics show that American families with incomes of \$1,750 to \$2,000 spend around 27 per cent of their income for food, while those with incomes under \$500 spend 50 per cent for food. This would mean a total expenditure of \$250 for the lower income group and \$540 at the \$2,000 income level. In the model income class of \$1,000 to \$1,250, 32 per cent or around \$400 is spent for food for the family.

There aren't many porterhouse steaks in those budgets. We must bring to the American housewife, struggling on those budgets, information on what to buy to get the most in food value and in good eating. In order to help these families get meat in the diet the Bureau

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of Home Economics published the bulletin "Meat Dishes at Low Cost," as early as November 1934.

The well-balanced, low-cost menu, no doubt, is what you had in mind when you prepared your very helpful institutional advertising for this coming fall and winter. The main themes you emphasized should contribute much to spreading the new knowledge of nutrition. Point No. 1 is the balanced meal. The other is that there are many good, nutritious cuts of meat that fit the modest pocketbook.

This is the kind of cooperation the nutrition program needs from the food industry. Advertising emphasis on the importance of the balanced diet places a true value on the place of meat in the diet. Such advertising makes an important contribution which ties in very closely with the national nutrition campaign.

I know that the meat industry appreciates the prudence of being on guard at all times against exaggerated claims. One exaggerated statement spread far and wide can undo for the food industries the goodwill built up through years of cooperative educational programs. Writers and agencies preparing commercial advertising which mentions nutrition should check the scientific facts at all times.

Let me come back for a moment to the work of the state nutrition committee and the defense volunteers who will help in the nutrition program. Keep in mind that the real spadework in the national nutrition effort will be done by patriotic citizens working in state and local groups. In these local programs I see an additional contribution which the American Meat Institute and the meat industry generally can make.

Dealer As Educator

One of the greatest educators of consumers is the local retailer. The local meat distributors, therefore, can become an important link in the whole nutrition program. Meat salesmen have developed an unusual ability to convince housewives of the flavor and quality of meat. If, in addition, retailers, can be induced to emphasize vitamin content, and to pass along a little advice about proper preparation of the cheaper cuts of meat to make them more palatable with the least loss in vitamins, our local nutrition workers will be aided considerably. In view of the very effective institutional advertising you already have under way, brief one-day nutrition schools in connection with distributors' meetings and other promotional conferences in states or regional trade areas probably would be sufficient to accomplish this.

In closing let me remark that there has been no cause in years that gave reason for knitting together the various interests of our agricultural economy as has national defense. Farmers, processors, distributors and consumers alike have a great stake in the success of our national defense program. All agencies of government dealing with

nutrition are committed to the policy of putting nutritional defense first and are in constant touch with the Office of Defense Health and Welfare. The cooperation we have received, and are receiving, from non-governmental organizations, such as the American Meat Institute, has been and is most commendable.

This kind of cooperation is needed if we want to see democracy survive. The world stands at the crossroads. All over this planet of ours there are people who look to America for leadership; this includes people in the conquered countries and people still struggling for their liberties. On the piloting we do from now on rests in large measure the future welfare of mankind.

The great goal of the national nutrition program is to provide the masses of American consumers with the nutritional essentials of life. Thereby we will not only hold, but build to greater heights, the American standard of living. I know that the American meat industry will enlist every facility at its disposal to help our people obtain such a standard and to help the national nutrition program attain this major goal.

CHAIRMAN SCHLUDERBERG: At this time I would like to call attention to some of the so-called old timers in our midst. I don't know if we have all of them here, but I would like to have them stand and take a bow. *(He reads their names.)*

Albert T. Rohe, honorary member of the Institute, from New York.

Charles E. Herrick, honorary member of the board, and a former chairman of the board.

A. O. Luer, active in the meat packing industry over a long period of years, and dean of the industry in the West.

Paul I. Aldrich, president and editor emeritus of THE NATIONAL PROVISIONER.

I have Oscar F. Mayer, sr. on here, but I don't see him in the room. We will give him a hand, anyway.

Our next speaker this afternoon is Arundel Cotter, industrial editor of the *Wall Street Journal*. Mr. Cotter has studied closely the inventory practices of many industries. His discussion this afternoon will deal with that subject. He calls it "Fool's Profits."

THREE INDUSTRY "OLD TIMERS"

Three veterans who have seen much of the industry's history: A. O. Luer, Luer Packing Co., Los Angeles, and dean of Pacific coast packers; Charles E. Herrick, former director of the Institute, and Albert T. Rohe, once president of the American Meat Packers Association.



Last-In, First-Out Cuts Tax on False Inventory Profits

ARUNDEL COTTER: About a year and a half ago I had the honor of speaking in this city before the Controllers Institute. My subject was, then, as now, the effect upon corporate profits and losses of "profits" arising from inventory price fluctuations, and their terrific and adverse impact upon our entire economy. I am especially pleased to talk to you about the same thing today, because that year and a half

has witnessed steadily increasing realization on the part of business of the danger of uncontrolled inventory, and one corporation after another has taken steps to eliminate as nearly as possible these fool's profits and, with them, the fool's losses that inevitably follow. I believe this movement has only begun.

At that time the Revenue Act of 1939, which recognized as legal for tax accounting the use of the last-in, first-out method (LIFO for short) of inventory valuation, had only recently been passed. Comparatively few accountants, fewer corporate executives, knew much about this system, devised as a cure for these false profits. Most were content to go on in the good, old-fashioned ways. The war, with its impact upon commodity prices and labor wages, has brought home to management generally the dangers of high priced inventory. I suppose there are few who now lack at least a nodding acquaintance with LIFO—although I fear that many still have quite a confused idea of what it is and does.

You all, I am sure, know what I mean when I speak of fool's profits. They are those so-called profits which

are unrealizable because they are tied up in inventory, and which must be surrendered when commodity prices decline. At best they are borrowed profits which it will be necessary to repay sooner or later.

And this is particularly important today—they are profits on which taxes must be paid (if you treat them as profits), sometimes at the rate of 72.4 percent. Nor do you get these taxes back when you take your loss later.

To put it in the simplest form: If you buy a house for \$10,000 and sell it on a rising real estate market for \$15,000, you have a profit of \$5,000 only if you need not replace. If, to house your family, you must buy another similar home for \$15,000 you won't be a penny better off, but you will pay a tax on the \$5,000 apparent profit. The net result will be that you are out the amount of the tax.

A going concern, whether it cures and packs meat, makes cloth, copper pipe, steel rails or anything else, must replace. When it sells cheap raw material on a rising market, and replaces at a higher figure, the apparent profit is tied up in higher priced inventory. If it pays a tax on this so-called profit—and it will if it does not use a sound inventory control method—it becomes poorer, not richer.

G. F. Swift's Views

In his report to stockholders for, I think, 1933, one of the leaders of your own industry, G. F. Swift, stated it far better than I can. Let me quote:

"Profits on inventory, due to rising prices, disappear quickly when prices fall. Experience has shown that they can go as quickly as they come. During the period they stand on our books they provide no additional cash for payments of dividends, for maintenance of property or for plant extensions.

"While it is true that inventories are constantly being sold and cash realized, the cash so obtained must be invested in new inventories at the higher level of prices if our trade is to be taken care of.

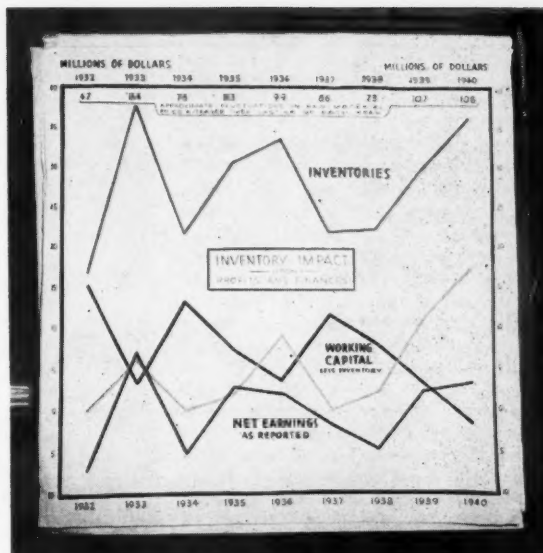
"Inventory profits are really capital gains, part of which should remain in the business as insurance against losses resulting from falling prices. Had the financial and business community given proper recognition years ago to the real nature of inventory profits and the distinction between such profits and cash profits, all of us would be better off today.

"What we need and are seeking most of all is cash profits, profits that can be paid out in dividends or reinvested in the business as occasion requires."

When Mr. Swift said this the field of inventory control was largely unexplored. Today all of this is, to those interested in corporate accounting, kindergarten stuff. Yet I trust you will pardon me if I devote a little time to the inventory primer and explain, as rapidly as I can, what LIFO is.

INVENTORIES AND PROFITS

Chart used by Mr. Cotter to demonstrate the impact of inventory on profits and finances of a firm using the old first-in, first-out system. Note how inventories rise with reported profits, while working capital (less inventory) declines. Bank borrowings (light, unlabeled line) rise when the business is supposedly most prosperous. Profits and inventory shrink together. This firm's profits and losses, the speaker pointed out, are being made in inventory and not in cash.



Last-in-first-out simply means that goods sold are costed on a replacement basis. From the bookkeeping angle, material last purchased is moved out first; the stocks first accumulated are held. The result is that inventory book values are, to a large extent, frozen as of the cost at the date the system went into effect, and remain unchanged except as volume is increased or decreased.

In a rising market higher replacement costs do not add to indicated profits—under the LIFO system—and therefore you don't pay taxes on the profit you would otherwise show. Similarly, in a falling market, lower inventory prices do not reduce profits. Your profits thus depend upon your ability to process and sell and to get a return for this service, not upon your ability to speculate in the commodity market. And here let me emphasize again that speculation cannot possibly be successful if you must replace your stocks on a higher market.

Ordinarily, the higher taxes you will pay on a falling market, if you use inventory control, will about offset the taxes you will save on a rising market. However, as things are today, you are almost certain to be ahead on balance, taxwise.

Few people realize how large inventory profits are, how great a proportion of all so-called profits they constitute. Dr. Simon Kuznets some years ago estimated that inventory revaluation resulted in losses to American business in the immense sum of 4.3 billion dollars in 1930. He estimated inventory profits in 1933 at nearly 2.5 billion and in 1934 at over 2.1 billion. My guess would be that all these, plus the undoubtedly large profits from a like source in 1936, were wiped out in 1937 by inventory losses.

And I, although preaching against inventory profits for years, have been astounded in recent months by the size

of such profits in the cases of corporations which have brought their inventory problems to me. Yet if we consider that inventory is usually the largest item on a balance sheet, outside of plant, and sometimes is even larger than the property account, it is easy to understand how great must be the impact of a 10 percent or 15 percent rise in material costs.

Before I discuss certain phases of last-in, first-out, I want to show you in chart form, the actual experience of one concern which uses the old first-in, first-out inventory system, whose raw material fluctuates rapidly in price and whose inventory constitutes the major portion of current assets.

At the top I have written for each year the average price, over the closing quarter, of the company's principal raw material.

Chart Tells the Story

I think this chart speaks for itself. See how inventories rise with reported profits, while net current assets, excluding inventory, shrink, and how in apparently prosperous years, the company has to resort to banks. And note how the situation reverses itself as prices decline and "profits" shrink. Profits and losses are in inventory, not in cash.

I should say that I have not taken into consideration certain factors, such as minor changes in capital that occurred from time to time, dividends paid, etc. But they are not important and would not have changed the picture materially.

An official of this company, defending his inventory accounting system, told me that profits in the industry in which it was engaged could only be derived from buying raw material in weak markets, selling them on the rise. Seldom, if ever, he said, were selling prices for finished goods sufficiently high to permit a profit if replacement

costs were used. If his statement be true, it is obvious that the company was and is bound to be in the red over each economic swing. It may borrow a seeming profit in some years, but it pays it back later, with interest. And, don't forget, it pays a tax every time on this borrowed profit.

I want to discuss three main points—time permits I do so quite briefly. They are:

The law as it affects last-in, first-out. Can packers use last-in? Is this the right time?

That section of the revenue law that is permissive of last-in for tax returns is quite brief, and so are Treasury regulations arising out of it. The law permits last-in for inventory accounting. It does not limit application to material or any other specific type of cost. Work in process, finished goods, may, it appears, be reported on a last-in basis, with labor, etc. included, a matter of special importance right now.

Must Get Permission

In each case, however, the company desiring to apply last-in to its inventory must ask and obtain the permission of the Commissioner of Internal Revenue, who must be satisfied that the method used, for all or part of inventory, properly reflects the company's income. That is the *sine qua non*, proper reflection of income.

Now, even if I were an accountant, which I am not, I couldn't tell you how this proper reflection of income is to be attained. I have not been able to find any precedents to go on, any cases actually approved by the Commissioner. After all, last-in, so far as tax reporting is concerned, is very new and it usually takes a long time to get a final tax audit. As it is, opinions of accountants differ materially on several of these points.

Application of last-in to raw material, whether in the completely raw state or contained in work in process or finished goods, appears a relatively simple problem. But its application to labor and other costs in process work or finished materials, when these differ in style or quality, is more or less involved. I find that the tax experts of companies so applying it are sometimes at variance as to just what they may do.

The essential thing is that LIFO must be used so as to reflect income properly. This is the law, and it is common sense. If you sincerely attempt to do that in a manner that will satisfy a competent accountant, it seems to me you are also likely to satisfy the Commissioner.

Can Packers Use It?

Next, does the packing industry need LIFO?

Perhaps I need only refer you again to Mr. Swift's statement. He ought to know.

As you know, the packing industry is one in which inventories are usually heavy. The other day I went through



THE FEMINE INFLUENCE WAS STRONG THIS YEAR

1.—H. C. Feagan, president, Skipper Meat Co., Cleveland, and Mrs. Feagan.

2.—Mr. and Mrs. E. D. Davison, Davison Butcher Supply House, Los Angeles.

3.—John H. Payton (left), president, Great Lakes Stamp & Mfg. Co., Chicago, with Mrs. Payton; his associate, J. H. McPheron, and Mrs. McPheron.

4.—William B. Durling (right), president, Wm. J. Stange Co., Chicago, and Joe Graf, sales manager, enjoy a laugh with Mrs. Durling and Mrs. Graf.

5.—Time out for luncheon. The diners are Aled Davies, American Meat Institute (right), Mrs. Davies, Earl M. Gibbs, vice president, Carl C. Gibbs, Inc., Cleveland, and Mrs. Gibbs.

the reports of several of the larger packing concerns and found that in some years inventory represented more than one-third of assets.

And you know, better than I do, how the prices of your raw material fluctuate. Look at hog prices in recent months!

Subsidiary to this question is another. Can the packing industry use LIFO for tax returns? I believe it can.

My accounting friends tell me that the packing industry has an inventory valuation system all its own; that in general it values inventory at market prices, less selling expenses. It is suggested that, because the industry is a joint cost industry involving a large number of products, it is impossible to separate costs by items.

It would be an impertinence on my part to criticize this system. And, in fact, it would seem to be an eminently satisfactory one, consistently used as it is, in ordinary times. But it seems, to an outsider at any rate, that it makes you more than ordinarily vulnerable to inventory shrinkage in periods of violent price fluctuations.

Several other industries make wide ranges of by-products—steel and petroleum, for instance. These industries allocate costs all along the line to each by-product as nearly as possible. The final cost arrived at in each case is perhaps more or less arbitrary, but it is workable and about as close as can be arrived at.

And I should like to ask you, have you seriously tried for a better costing system? Or have you been satisfied to go along on the assumption that the old methods are the best? Of course, they may be.

Difficulties Not Insurmountable

But this is somewhat of a digression. I can't see that the fact you use a somewhat different cost system would prevent you from employing LIFO. The law, it is true, demands that costs of stocks forming the base inventory be averaged. But I can see no reason why average costs arrived at by your system of costing would not be accepted. For one thing, the system has the great advantage, from the tax accounting angle, of consistency.

Now for the final point. Is this the proper time for a change to LIFO? The answer is yes, provided you have made no report to stockholders, or for credit purposes, etc., during the fiscal year and covering a period beginning within the fiscal year, which report employed any other inventory system.

Many corporations today hesitate to adopt LIFO because they fear it will be expensive in the long run. Let me cite an example. One large company brought its inventory problem to me recently. This company had, in the first few months of 1941, an inventory profit of \$6 million or more. Assuming it has the same inventory profit for the year—and it probably will have a larger one—it will pay a tax on this "profit" of 72.4 percent, or, let us say, approximately \$4½ million.

Yet its officials feared that, in some later year of falling prices, the company might be able to save taxes to a total even larger than this \$4½ million by applying inventory losses against other profits.

Let me state with all the force I can that I do not advise the use of LIFO primarily as a tax saving measure. I advise it because I believe it shows true income; because it is good in the long run for the corporation and for its stockholders—for the investor in whom, first and last, my interest as a financial writer lies. And because I believe the older methods constitute a social evil. But management must consider taxes, and if the fears of the officials in question were well grounded, if there was



THEY ALL APPEAR HAPPY

1.—H. T. McKay, district manager, food industries section, Westinghouse Electric & Mfg. Co., and W. S. Wood, assistant industrial manager.

2.—H. L. MacWilliams, sales manager, Hygrade Food Products Corp., Buffalo, with I. Schlaifer (right) of Hygrade, Detroit.

3.—Two provision men look into the market situation: John Groneck of Krey Packing Co. (left) and John R. Jones, Geo. A. Hormel & Co.

4.—The man from whom J. M. Welch (left), superintendent, Rochester Packing Co., has drawn such a mighty guffaw is Robert Schultze, Beste Provision Co., Wilmington, Del.

5.—Pete Golas, Superb Packing Co., Chicago, and Leo Waxenberg, S. Omaha Packing Co.

together, no matter what way you keep your inventory.

Second, using LIFO, it is true you can't write down your inventory. But you can sell it down. If you reduce inventory volume below the base level—as of the close of the fiscal year—you have a loss recognizable for tax purposes.

But even if these things were not so, it is almost inconceivable that the tax loss in a later year would equal or exceed the tax saving this year, even if taxes are considerably higher at the later time.

This because inventory profits now are likely to put you in the top bracket, subject under the 1941 act to a tax of more than 72 percent. Take off the inventory profit and a greater part of your earnings, perhaps all of them, will be in the lower brackets of taxation. Take a pencil and paper and figure this out.

Taxes Important Now

If I have laid stress on the tax angle it is because taxes are so important just now. Nevertheless, I feel that there are other and better reasons for the adoption of inventory control, even if, because of some technical difficulties of which I am unaware, it is impossible to apply it to tax returns and impossible to reduce the tax load by its adoption.

We all know what happened between 1929 and, let us say, 1932. What some may not know is that the relatively few concerns that then used last-in, or the system from which it grew, normal stock, went through the depression with relatively stable profits. These concerns got no tax benefits during the twenties; they had to pay taxes on inventory profits. But they did not feel themselves that these were real profits. They refused to recognize them in reports to bankers, to stockholders and to management.

Fool's profits deceive management as well as stockholders. They lead to dissipation of assets. They mean big taxes now and bigger losses later. The time

any likelihood the company would lose on balance, I would agree that adoption of the last-in, first-out system should be postponed until a more auspicious time.

But I am entirely satisfied these fears are groundless. I can see no danger of a tax loss, on balance, by adoption of last-in now. And this for several reasons. First, business volume invariably declines with the price trend. On a falling market you are likely to have little if any operating profit against which to write off inventory losses. The chances are that, when the bad times come, you will escape income taxes al-

to eliminate them is just as soon as possible.

CHAIRMAN SCHLUDERBERG: I have a telegram I would like to read: *"The Officers and Directors of the Chicago Board of Trade Wish to Extend to All Members of Your Association the Courtesy of the Floor of Our Exchange. Our Members At Attendance Will Be Happy to Answer Questions and Explain Future Trading."*

PHILIP RAYMOND O'BRIEN,
President"

I would like to at this time call on A. W. Gilliam, the Washington representative of the Institute.

A. W. GILLIAM: I am not going to attempt to tell you in detail what's going on in Washington these days. That's too big an order. We all realize, however, that the Washington programs and policies which are developing every day affect not only the economic, but also the personal lives of everyone in this country, and for that matter, the entire world. Washington is not only the capital of the United States, it is also the capital of all the world not Nazi-dominated.

Out of the confusion that Washington has presented in the past few months, I believe we can now begin to determine the shape of the tremendous effort to gear America's vast productive capacity to the one job that dominates all Washington policies and programs today. That job is to win the war. The task of turning the country's steps from peace to war, and of getting together the paraphernalia of modern warfare is a tremendous one. Shortages of necessary materials are appearing everywhere and thousands of representatives of industry descend on Washington daily. Each has the problem of getting supplies to keep going.

The Institute's Washington office recently has been expanded to take care of the constantly increasing flow of requests for assistance. I doubt if there is a single member of the Institute who doesn't have some specific problem pending before the authorities in Washington. Mr. Kolstad and I are there to assist the members in any way we can.

A visitor to Washington these days can wear out a lot of shoe leather and patience trying to see the people who must handle his problem. We can save you both time and energy, and I earnestly urge you to write to us, and to come and see us, and let us help you.

CHAIRMAN SCHLUDERBERG: Some of the current economic conditions aren't altogether new to meat packers. A great many of the problems we are facing today we faced during the last war. Some of the conditions which prevailed after that war very possibly may prevail after this one.

The man who will review the situation as it exists today in comparison with what we faced over 20 years ago needs no introduction to this group. It is my great pleasure to present president Wesley Hardenbergh.

Hardenbergh Tells Last War's Lesson; Current Problems

WESLEY HARDENBERGH: I think this talk should have been made by Mr. Herrick and Mr. Rohe and some of the other patriarchs of the industry. Before proceeding with my scheduled talk, I should like to report to you on the convention attendance and



W. Hardenbergh

comment on one or two other matters. Last year when I addressed you I advised you that the convention registration exceeded 1,800, which was some 300 more than in 1939, the previous record year. This year our registration has exceeded 2,200, which of course sets a new high, all-time record.

In this same connection, I should like to read to you a letter which I received just before the convention from one of our member companies.

"You might be interested to know that we expect to have 59 representatives from our various plants and branches in attendance at the packers' convention this year, in addition to three employees who will be there to receive 50-year gold buttons.

"There will also be quite a number of our ladies present. Altogether it looks as though we will have the largest representation of any year, which is an indication of the value to our employees that we put on these convention meetings—quite a contrast to some years ago when I was usually the only representative at the convention, with possibly one or two others."

Also, if I may be permitted to boast a little, I should like to refer briefly to recognition which the Institute has received for outstanding accomplishments in the trade association field.

Institute Merit Recognized

Just last month the Institute received the John N. Van der Vries certificate of merit for "outstanding accomplishment in the promotion of its meat educational program, a demonstration of the effectiveness of the trade association in industry advancement."

The John N. Van der Vries awards are made in connection with the National Institute for Commercial and Trade Executives held annually at Northwestern University.

A year previous, the Institute received a John N. Van der Vries certificate of recognition and for three successive years an award of honorable men-

tion has been made to the Institute in connection with the competitions conducted annually by the American Trade Association Executives for outstanding trade association accomplishments. These awards, for which there is active competition, have been made by juries composed of high government officials, of industrial leaders, such as the president of the Chamber of Commerce of the United States, distinguished educators, and others, and I can assure you that we feel very proud to have received them.

I do not refer to the winning of these awards and to our record-breaking convention attendance in order to focus attention on the staff. I think we have a very capable staff, but I also think these accomplishments are due in large measure to the fact that we have a great industry and a great membership and excellent committees. Anyone who is at all familiar with what the committees of the Institute do cannot help but marvel at the service which the individual committeemen and the committees as a whole render.

We also have been accorded wonderful cooperation from many quarters. Among others, I should like to mention the National Live Stock and Meat Board, the various retail groups, individual producers and their associations, the colleges, suppliers to the industry, and governmental agencies. Representatives of these groups participate freely in our activities, appear on our convention programs, and help make our work and our meetings successful. We appreciate it.

The future frequently seems more alluring than the past. I think that is especially true of this industry.

For that reason, I'll try to keep as brief as possible my review of what happened in the last war.

What Happened Last Time

Before proceeding further, however, I want to assure everybody that I am not trying to tell you gentlemen how to run your businesses. That is distinctly not the case. I like the approach of a speaker at the sectional meeting last week, who prefaced his remarks with a line from Mark Anthony's funeral oration in Shakespeare's Julius Caesar: "I tell you that which you yourself do know."

Treating in headline fashion the happenings of World War I of special interest to this industry, let us consider, first, some of the developments of the war period, and, second, some of the developments which followed the war period.

Looking at the war period itself and the year or two immediately following, we note the following developments of interest to the meat packing industry:

1.—Meat production shows sharp upward trend, increasing 23 per cent from 1914 through 1918.

2.—Livestock prices advance precipitously, hogs reaching 213 per cent higher than in December, 1915; beef

cattle reach \$21.50 peak in December, 1919, 142 per cent higher than the low in May, 1915.

3.—All commodities, including meats advance sharply during war period; peak price of meats in September, 1918, averages 129 per cent higher than price in March, 1915.

4.—Meat exports reach record levels; 1919 pork exports nearly 400 per cent of those in 1914.

5.—Storage stocks of pork and lard grow larger through war period.

Turning now to the period following the first World War, we note three developments of importance to the meat industry.

1.—Storage stocks of pork and lard continue through 1919, 1920, and 1921 at levels higher than in the earlier war years.

2.—Export trade in pork products declines drastically, dropping 62 per cent from 1919 to 1921.

3.—All commodities fall sharply. Wholesale meat prices drop 44 per cent from September, 1918, to December, 1921, causing tremendous losses.

Now, what are some of the lessons to be learned from these briefly recited facts, and how are some of the experiences arising from the last war to be applied to the present problems and probable future situations?

1.—AS TO INCREASED PRODUCTION.—During the last war an increased production was stimulated that obviously was larger than the post-war demand and could be moved into consumption only at levels ruinous to livestock producers. As a result, many producers were forced out of production, and supplies of meat later were reduced and the volume of our industry's business restricted.

This time the meat industry is in far better position to handle the increased production which Mr. Burmeister told us yesterday is being stimulated as part of the nation's current defense program.

One factor that should be mentioned in this connection is the food stamp plan developed by the Department of Agriculture which seems to offer promise as a means of alleviating agricultural surpluses.

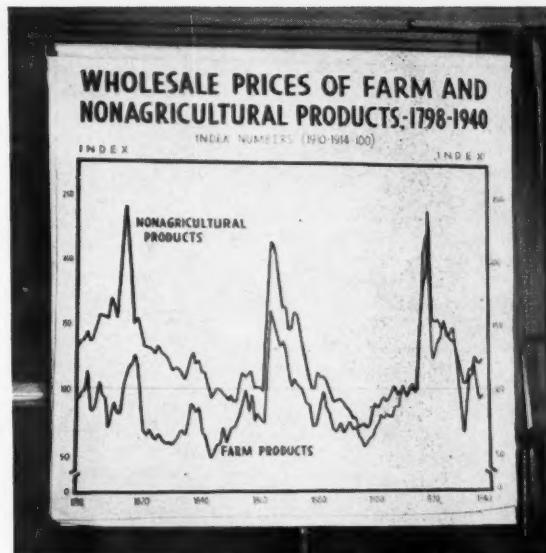
Europe Will Need Food

Another factor is the probability, suggested by Secretary Wickard, that Europe will need ample food supplies after the war.

A third, and highly important factor leading to the tentative conclusion that the increased production now being stimulated may not be as burdensome as it was after the last war, is the industry's meat educational program. This program, as Mr. Swift pointed out in his remarks yesterday, is building good will for our product as it never has been built before; is convincing consumers that meat has many merits and is an indispensable food; is making friends for meat who, if the export demand should shrink, either be-

WHAT GOES UP COMES DOWN

Chart used by Wesley Hardenbergh, president of the Institute, in his talk on "Lessons From the Last War." The chart shows the course of prices of non-agricultural and farm products from 1790 to 1940. Note how prices advanced during the three great war periods in U. S. history and then fell abruptly during the years following these wars. As Mr. Hardenbergh put it: "When things go up, they usually come down again."



fore the war is ended, or after it is over, will buy more eagerly and readily than in the past the increased quantities that thus would be made available to them.

Instead of making it necessary to create a demand by sacrificing meat on the auction block, consumers, as a result of this program and of the effective and constructive efforts of the National Live Stock and Meat Board over a period of years, will regard meat as more of a necessity and be more eager to buy it.

2. AS TO PRICE TRENDS.—In the past—particularly during a war period—a period of increasing prices has been followed by a period of declining prices. This is shown by the chart displayed here today. The black line shows the prices of farm products; the red line, the prices of non-agricultural products. Note how prices advanced during the three great war periods of our history and then fell abruptly in the years after the war.

In reading the post-war history of the industry in THE NATIONAL PROVISIONER I recently came across a financial report of one member company for the year 1920 in which the following comment appeared:

"This tremendous decrease in the export outlets naturally created a great surplus which had to be disposed of in this country at constantly falling values, and, on account of comparatively heavy stocks of product on hand in the packinghouse centers, the decline in values of the product was relatively faster than in livestock."

It seems to me that this short quotation summarizes pretty well the history of the last post-war period.

Will history repeat itself?

The answer to that question is of tremendous importance for the inventory losses following the last war were stupendous and shook the very foundations of this industry.

Whether the present upward tendency of prices will continue and whether it will be followed by a precipitate decline, such as came after the close of the last war, no one can tell. But the possibility is ever-present. When things go up, they usually come down again.

There is, of course, the possibility that pending price legislation may stabilize livestock and meat prices at levels below those of the last war.

Price Stabilization

Some of the farm leaders feel there is danger to the farmer in excessively high prices for farm products, and have indicated that they are agreeable to stabilization at levels 10 per cent above parity. It should be noted, however, that the price stabilization bill which has been introduced in Congress provides that no ceiling shall be established for any agricultural commodity below 110 per cent of the parity price or comparable price for such commodity, as determined and published by the Secretary of Agriculture, or below the market price prevailing for such commodity on July 29, 1941.

There are some observers who feel that, apart from the price stabilization bill, various influences will tend to keep prices of farm products from rising to excessively high levels.

One is the fact that the government is stimulating production of those farm commodities which the British need, including pork. There is no question that a greatly increased production is under way, and it seems probable that the increase will be sufficient to act to some degree, at least, as a check on rising prices. Prompt action by the Department of Agriculture in initiating its program of increased production, plus the existence of a nation-wide organization reaching down to townships and making it possible to reach individual farmers quickly and effectively probably will speed up the development of the increased production so that it will

be available for consumption much sooner than was true in 1914.

A second factor which may tend to keep prices from rising excessively is the apparent desire of the government to curb speculative activity. Except for hides and lard, this tendency so far has not directly affected the meat industry.

A third consideration tending to check excessive price advances is the tax schedule passed recently by Congress. This tax program is being applied more promptly and more drastically than during the last war.

It is obvious that no one can be certain, or even approximately sure, of what will happen. In such circumstances, it seems not only prudent, but highly desirable, to establish proper reserves and to take such steps as may be required for adequate protection against fluctuations in prices, including careful consideration of the accounting procedure which Mr. Cotter suggested in his interesting address. This subject also was discussed at the accounting section meeting, and we understand some companies are giving individual consideration to the last-in, first-out procedure. Each company will have to decide for itself, after careful consideration of all the factors involved, whether it is advantageous for it to change its procedure. The present year seems opportune for such consideration.

3. MISCELLANEOUS PROBLEMS ARISING OUT OF THE DEFENSE EFFORT.—Several other problems are arising out of the defense effort. One of these is that work under the pressure of emergency almost invariably results in the development of waste and wasteful habits and of higher costs. Thus, during the last war, wage costs in the meat packing industry increased about 106 per cent and efficiency decreased, the output per worker declining nearly 19 per cent and then, after the close of the war, labor costs failed to go down in proportion to the decline in product values.

Every effort must be put forth now and for the rest of the period of the emergency to maintain the high degree of efficient operation for which this industry is famous.

The expansion of the industry's operations and the drafting of men for the armed forces involve the addition of many new employees. G. L. Childress has recently called attention to the advisability of the management of each company taking prompt steps to see that the accident rate of the industry does not rise as a result of the influx of newcomers. He suggests that special stress should be laid at each plant on safety work so that the accident rate will not increase and thus adversely affect insurance costs. There also is a humanitarian angle involved which will, I am sure, have the sympathetic consideration of all members.

Another member has suggested the desirability of increased emphasis on personnel training because of the new

Brokers Hang Up Phones to Enjoy Convention with Guests at Hospitality Headquarters

1.—Members of Chicago brokerage firm of Lacy Lee, Inc. They are (l. to r.) Claxton Lee, Stanley W. Bastable and Lacy J. Lee.

2.—J. C. Wood & Co., Chicago. First row (l. to r.): J. K. McKenerick, J. C. Wood and Robert Burrows. Standing: Charles Schlagel, Pete Bendt, Fred S. Burrows and Walter M. Burrows.

3.—Sunderland & De Ford, Chicago. Harold De Ford (left), George Sunderland and Joseph R. Walsh.

4.—D. J. Gallagher, Inc., Chicago. Seated (l. to r.): D. J. Gallagher and Frank Landy. Standing: Joe Murphy, Roy Monson and Roy Norris.

5.—E. G. James Co., Chicago. Seated (l. to r.): W. Blair Adams, Bob Johnson, Sam Barliant and E. G. James. Standing: R. C. Johnson, Stanley Danick, Don Wallace, Joe Steger, Ted Williams, Joe Duschinsky, Ray Williams and M. J. Mackin.

6.—Earl Morse (seated) pays a visit to the convention headquarters of Odell & Whitting, Chicago. Members of the organization are (r. to l.) B. J. Odell, Gordon Austin and George W. Whitting.

7.—J. G. Mercer (left) and S. A. McMurray, of Schwarz & Co., Chicago brokerage firm, at ease.

8.—Hess-Stephenson Co., Chicago. Left to right in the lineup are J. R. Stephenson, Stanley E. Hess, Edward Hess and George H. Dunlap, jr.

9.—Brokers and packers discuss the market's vagaries in Drake lobby. Left to right: Fred Burrows, Robert W. Burrows and Robert Burrows, J. C. Wood & Co.; H. H. Meyer, president, H. H. Meyer Packing Co., Cincinnati, C. J. Newcomb, president, Lake Erie Provision Co., Cleveland, and J. K. McKenerick, J. C. Wood & Co.

10.—Henry Bender (left), Chicago by-products broker, and Joe Adler, Sig. Adler & Co., hide brokers.

11.—B. J. Odell, Odell & Whitting, doffs coat for comfort in unexpected heat wave. Seated behind him are (l. to r.) Richard Quinn, William Davies Co., George Whitting, Odell & Whitting, Elmer Spah and

E. P. Burke, William Davies Co., J. L. Crowley, the Cudahy Packing Co., and P. F. Larsen, Armour and Company.

12.—This happy assemblage is enjoying the Hess-Stephenson type of hospitality. Front row (l. to r.): Mr. and Mrs. Max Chernis, Boston Sausage & Provision Co., Miss Rose Richman, Miss Naomi Anderson, Mrs. George G. Abraham and George G. Abraham, Abraham Bros. Packing Co., Memphis. Standing, l. to r.: Stanley Hess, Ed Hess, Max Guggenheim, jr., and Max Guggenheim, sr., Guggenheim Packing Co., Chicago, Max Rothschild, M. Rothschild & Sons, Arnold Feinberg, United Packing Co., S. St. Paul, R. J. Stephenson, Max Cohn, Nebraska Beef Co., Omaha, Charley Nowe, J. T. Taylor Brokerage Co., Pittsburgh, and John Groneck, Krey Packing Co., St. Louis.

13.—William C. Rapp (left), Canada Casing Co., Chicago, with Mr. and Mrs. Al Wilson. Mr. Wilson is manager of the casing department of Wilson & Co.

14.—R. W. Earley, New York City broker in packinghouse products.

15.—Seated, left to right, are C. E. Dorman, jr., Boston broker, Harold De Ford, Sunderland & De Ford, Chicago, and J. J. Tierney, Armour and Company. Standing: George Sunderland, T. P. Boffey, Peter Eckrich & Sons, Inc., Chicago, and Joseph R. Walsh, Sunderland & De Ford.

16.—(Left to right): E. T. Nolan, The National Provisioner Daily Market Service, Al Wallmo, Oscar Mayer & Co., Madison, George H. Elliott, Chicago hide broker, E. T. Miller, Hatley Bros., and C. B. O'Keefe, The National Provisioner Daily Market Service.

17.—Charles Iscovitz, New York broker, gives his cigar a rest.

18.—Packers meet in one of the brokers' hospitality rooms. Seated is H. E. Arends, dry salt meats department, Armour and Company. Standing (l. to r.): A. L. Dreller and Elmer Lepper, Kohrs Packing Co., Davenport, Ia., and Leonard Ahrends, son of H. E. Arends.

employees coming into the industry. In the case of his own company he has made it a point to meet many of the new employees at lunch and see to it that they become acquainted with the traditions and customs of the company. This and other personnel problems of the type treated by Mr. Patterson in his address this morning undoubtedly deserve the most careful consideration by each member of the industry.

4. AS TO THE NECESSITY OF RESEARCH.—Another lesson, arising less out of the last war perhaps than out of the last few years, is that this industry must keep its research going. During the last few months it has been possible to draw on research results in the development of some new products for the use of our Army. New products also have been developed for shipment abroad. Both of these developments

would have been impossible if it had not been for the research done in prior years.

While we are discussing research, I think many of you were interested to hear Mr. Schmidt's statement yesterday about the research activities of the Institute. As Mr. Schmidt indicated, a large part of our effort at the present time is being concentrated on lard, although other subjects of importance are not being neglected. And while on the subject of lard, let me remind you that, as Mr. Fox pointed out in his fine presentation this morning, we are doing other things to help improve the lard situation. It is our conviction that the lard problem must be solved. We believe it will be solved.

It seems to me also, as I have indicated before, that this industry is in need of more research along economic

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lines. In saying this, I should like to doff my hat to Oscar G. Mayer, who is one of the pioneers in urging the value of economic research. I think the industry agrees with him that we need to know more about the economic forces which exert such a profound influence on our business. In this connection, many of you heard Mr. Burmeister's comment yesterday regarding the importance of consumer buying power to meat and livestock prices.

Agencies outside the meat packing industry are studying various economic phases of the industry's operations, and, unless this industry of ours keeps up its research in the economic field, it is likely to get in the position of having people outside the industry know more about its economics than the industry does itself.

Habits Change in War

A final lesson to be drawn from the last war is that habits often change importantly during a war period.

Already in this country we are becoming aware of shortages arising out of defense activities. It is obvious that if the war in Europe continues we are going to have to get used to getting along without things, and we undoubtedly shall develop substitutes for some of the things we cannot get. As Mr. Roper has pointed out, during the last war this country developed the cigarette habit, and the habit of using wrist watches, and, as this industry regretfully realizes, the meat substitute habit. In saying that, I do not mean to imply that there is a real substitute for meat. There isn't. But, as we all know, during the last war people were urged to substitute other foods for meat so that there might be enough meat to send to our soldiers abroad. As a result of that urging, and the effective advertising of competitive foods, and the anti-meat propaganda which was so prevalent in that period, the attitude of the consumer toward meat was not particularly friendly.

This time, as has been pointed out, our industry should be in a far better position. This time, thanks to the producers and to Secretary Wickard's alertness in recognizing the importance of food in the defense effort, we apparently are going to be able not only to supply our armed forces adequately but also to keep our civilian population well supplied with meat.

This time, thanks to the work of the National Live Stock and Meat Board and to our own educational program, meat doesn't lack a champion. This time, instead of developing meatless habits, people are becoming conscious of the merits of meat.

Our meat educational program which has been under way a year now is not only going to be a protection to the livestock and meat industry against the development of unfavorable eating habits, but it also is sure to contribute greatly to both producer and consumer as it expands and grows and increases in influence. It will help the consumer



THEIR MAJOR EMPHASIS IS LIVESTOCK

- 1.—Knut Espe, secretary-manager, Association to maintain Freedom in Livestock Marketing, better known as AMFILM.
- 2.—W. O. Fraser, in charge of livestock, meats and wool division, Agricultural Marketing Service, U. S. Department of Agriculture.
- 3.—C. K. Elliott, C. K. Elliott Co., livestock order buyers, Springfield, Ill.
- 4.—F. G. Ketner, National Swine Growers Association.
- 5.—C. S. Renard, Indianapolis (left), R. S. Colina, vice president, Cincinnati, and Theodore L. Murray, president, Nashville, all of the livestock order buying firm of Kennett-Murray.
- 6.—Harry Sparks, livestock order buyer, St. Louis National Stock Yards, and J. W. Doran, Ohio order buyer, review the livestock situation.

toward that better nutrition which M. L. Wilson emphasized in his interesting address this afternoon, and it will help provide a broader market for the farmer's livestock, and, in doing that, a broader outlet for the products of the farm.

In this great cooperative effort, I believe that everyone in the meat industry has a part to play, and I can think of nothing that could be more productive in the way of beneficial and lasting results than for everyone to participate in it.

After all, if we want to keep our market, we have to fight for it.

And now, in closing, I'd like to read you a letter which I received yesterday from a very distinguished gentleman in Washington.

The letter, dated October 3, reads as follows:

"I very much regret that I can't be with the members of the American Meat Institute at the annual meeting. Please present my greetings to the Institute, and best wishes for a resultful meeting."

"Grave problems of production and processing face the meat producers, packers, and handlers at this time. All of us concerned with providing protein foods to the people of America and to the other nations resisting aggression are called on by our nation to carry on a job of great magnitude."

"The American protein foods being

supplied to the British people are the rock bottom essential of their continued working and fighting efficiency. Likewise plentiful supplies of these foods are vital to the highest efficiency of Americans on the production lines, in the Army and Navy, and to the health of every family. The nation challenges us to produce in greater volume than ever before."

"From the long record of cooperation between the American Meat Institute and the farm people and the government farm agencies, I know that there will be no bottleneck in your part of the food production line. Food for freedom will come from the farms and from your plants in the quantities necessary to our defense."

Sincerely,
Claude R. Wickard
Secretary
United States Department
of Agriculture"

Knowing this industry, knowing the way in which it always rises to meet any emergency that confronts it, I know that Secretary Wickard is right; that this great industry, working in its characteristic quiet, modest, and yet highly efficient way, will do its part in providing the food which Secretary Wickard so aptly says will "win the war and write the peace."

CHAIRMAN SCHLUDERBERG: I would like to call on our treasurer for his report.

Institute Officers Re-Elected; Board is Enlarged to 27

H. HAROLD MEYER: The Institute's fiscal year closed on September 30, 1941, just three days before the annual convention. This has made it impossible for an audit to be made of the Institute's accounts, and for a formal report to be made at this time. Martin Johnson and Company, certified public accountants, will make their annual audit in the very near future, and it is my recommendation that the auditor's report be referred to the executive committee of the board as soon as it is available.

I might add that the finances of the Institute are in a very satisfactory condition, as shown by the monthly reports received by your treasurer, and by the members of the executive committee of the board of directors.

CHAIRMAN SCHLUDERBERG: Now we will have the reports of the committees. There are none listed. Mr. Mayer, do you have something to say before we have the nominating committee report?

OSCAR G. MAYER: Mr. Chairman, I would like to propose an amendment to the constitution of the Institute, as follows:

"BE IT RESOLVED: That article 4 of the constitution of the American Meat Institute be amended to increase the number of the members of the board of directors from 21 to 27, and to in-

crease the number elected each year from seven to nine, effective immediately."

CHAIRMAN SCHLUDERBERG: You have heard the motion. Do I have a second to it?

The motion was regularly seconded, voted and carried.

CHAIRMAN SCHLUDERBERG: I think the next report will be that of the chairman of the nominating committee, George Foster.

GEORGE FOSTER: Your nominating committee has asked me to submit the following names to fill the various positions of officers and directors of the Institute for the coming year. I will take them one by one. For chairman of the board, George A. Schmidt of Stahl-Meyer, Inc., New York City, is nominated by the committee to succeed himself.

The nomination was regularly seconded, voted and carried.

G. M. FOSTER: For the position of president, Mr. Wesley Hardenbergh is nominated to succeed himself.

The nomination was regularly seconded, voted and carried.

G. M. FOSTER: For the position of vice chairmen, the following men:

E. A. Cudahy, jr., Cudahy Packing Co., Chicago.

Jay C. Hormel, Geo. A. Hormel & Co., Austin, Minn.

Chester G. Newcomb, Lake Erie Provision Co., Cleveland, Ohio.

W. F. Schluderberg Wm. Schluderberg-T. J. Kurdle Co., Baltimore, Maryland.

Robert Swanston, C. Swanston & Son, Sacramento, Calif.

Frederick A. Vogt, F. G. Vogt & Sons, Inc., Philadelphia, Pa.

The nominations were regularly seconded, voted and carried.

G. M. FOSTER: For the position of treasurer, H. Harold Meyer, of the H. Meyer Packing Co. of Cincinnati.

The nomination was regularly seconded, voted and carried.

G. M. FOSTER: For directors for a

three-year term, starting this year, the following:

George A. Eastwood, Armour and Company, Chicago, Ill.; T. Henry Foster, John Morrell and Company, Ottumwa, Ia.; D. R. Howland, Miller and Hart, Chicago, Ill.; Frank A. Hunter, Hunter Packing Company, East. St. Louis, Ill.; O. B. Joseph, James Henry Packing Company, Seattle, Wash.; Frank Kohrs, Kohrs Packing Company, Davenport, Ia., and David G. Madden, East Tennessee Packing Company, Knoxville, Tennessee

The nominations were regularly seconded, voted and carried.

G. M. FOSTER: Anticipating that the board and the membership would act on the suggested increase in the membership of the board, the following are nominated to fill out the board, as now called for by the amended by-laws. To complete the three-year term, one year remaining:

Michael Cudahy, Cudahy Brothers Co., Cudahy, Wis., and A. W. Brickman, Illinois Meat Co., Chicago, Ill.

To finish a two-year term:

John B. Cook, Cook Packing Co., Scottsbluff, Neb.; J. C. Peyton, Peyton Packing Company, El Paso, Texas.

For a full three-year term:

Lorenz Neuhoof, jr., Neuhoof, Inc., Salem, Va.; William Moffat, H. Moffat Co., San Francisco, Calif.

The nominations were regularly seconded, voted and carried.

G. M. FOSTER: For the position of executive committee of the board, it is recommended that the following men be nominated:

E. A. Cudahy, jr., Cudahy Packing Company, Chicago.

George A. Eastwood, Armour and Company, Chicago.

T. Henry Foster, John Morrell and Co., Ottumwa, Ia.

Frank A. Hunter, Hunter Packing Co., East St. Louis, Ill.

Oscar G. Mayer, Oscar Mayer & Co., Chicago.

John W. Rath, Rath Packing Co., Waterloo, Ia.

George A. Schmidt, Stahl-Meyer, Inc., New York.

W. R. Sinclair, Kingan & Co., Indianapolis, Ind.

G. F. Swift, Swift & Company, Chicago.

Thomas E. Wilson, Wilson & Co., Inc., Chicago.

The nominations were regularly seconded, voted and carried.

The motion was made, seconded and carried directing the secretary to cast a unanimous ballot for the entire slate.

CHAIRMAN SCHLUDERBERG: I don't think there is any other business before the convention here, unless someone from the floor has something he wants to bring forward. If not, this meeting is adjourned.

The meeting adjourned at 4 p. m.



H. H. MEYER



G. M. FOSTER



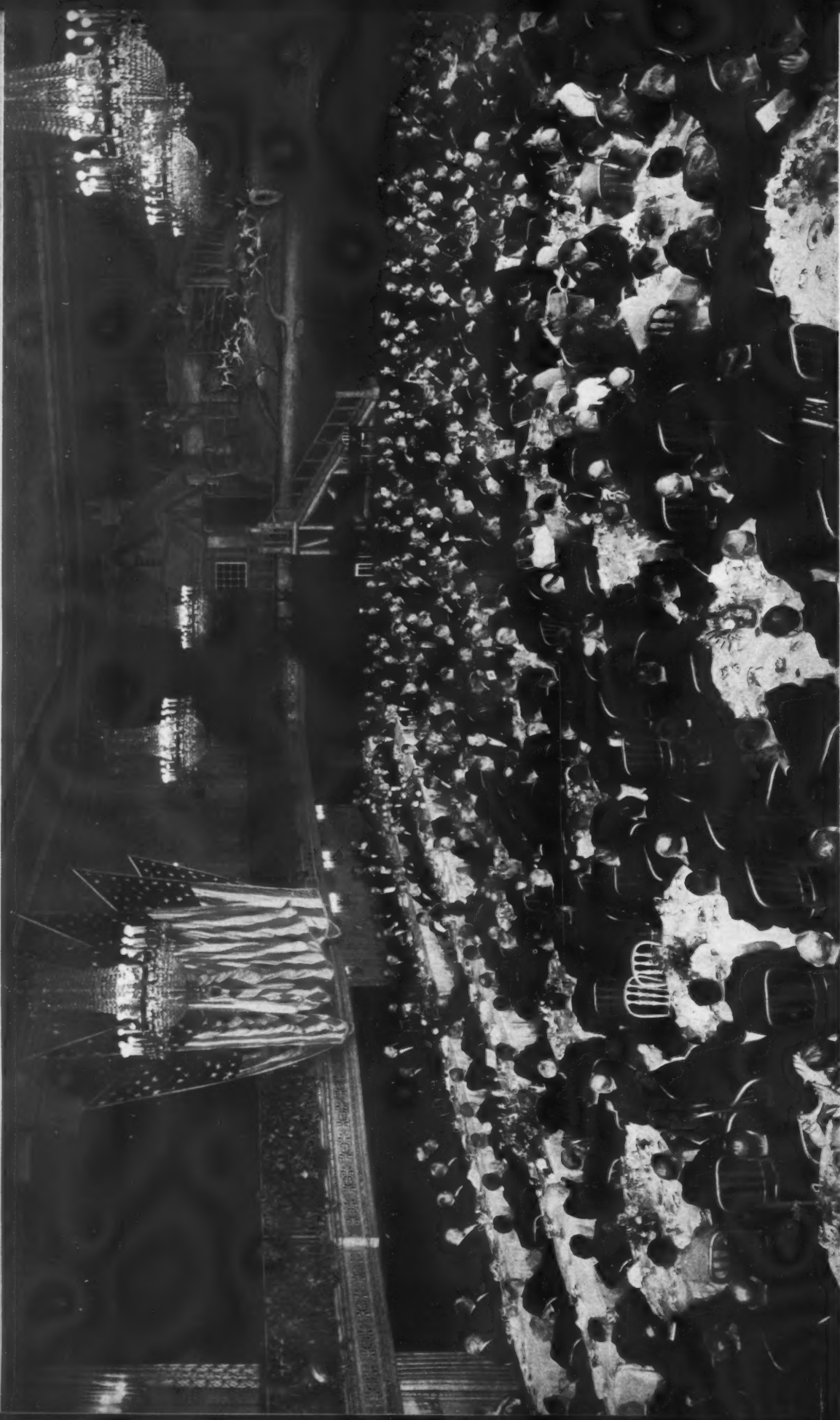
1.—R. M. Conner, vice president, U. S. Cold Storage Co., Chicago.

2.—Walter Asman, Asman & Co., Marysville, O.

3.—E. D. Richards, partner and superintendent, C. E. Richards & Sons, Muscatine, Ia.

4.—J. Spevak, president, J. Spevak & Co., Baltimore, Maryland.

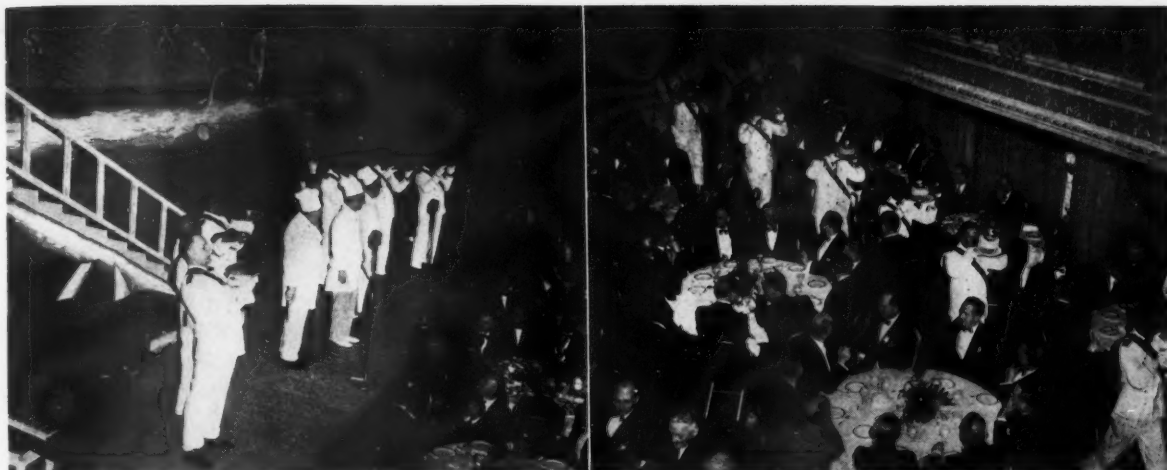
MORE CONVENTION PERSONALITIES



Thirty-Sixth Annual Banquet of the American Meat Institute

Held at the Palmer House, Chicago, October 7th, 1941

Address by Walter D. Fuller, President, National Association of Manufacturers



Packers Hear Publisher at Dinner

AS A climax to the five-day series of sessions, conferences, section meetings, exhibit tours, social events and visits which made up the thirty-sixth annual convention of the American Meat Institute, packers assembled on the evening of October 7 for the closing event—the annual dinner held at the Palmer House.

In keeping with the importance of the meat packing industry and its interrelationship with all phases of business and commerce, the speakers' tables were lined with leaders in the fields of banking, transportation, education, agriculture, manufacturing and retail and wholesale trade.

The address of the evening was made by Walter D. Fuller, president of the National Association of Manufacturers and president of the Curtis Publishing Co., Philadelphia. Eulogizing private enterprise as a system of recognized value, the speaker pointed out that it must be safeguarded and that its merits must be kept constantly before the American people.

Mr. Fuller declared that there is no reason to wreck the American standard of living, and that this country has the resources for reasonable peace-time production during war-time. He pointed out that a great domestic market for American products is opening up as consumer income increases.

Those attending the banquet were seated at more than 100 small tables and two long speakers' tables in the ballroom at the Palmer House. The dinner, with charcoal broiled prime club steak as the featured item, was served promptly with Palmer House efficiency. A concert orchestra and vocalist furnished a pleasant musical background while guests were dining.

Songs with a masculine appeal were rendered by a mixed chorus in fox-hunting costumes. Following the dinner the famous Radio Quiz Kids of

Chicago confounded the packers and other guests with an exhibition of their adult knowledge. Eddie Peabody, well-known novelty banjoist, delighted the group with his unusual ability and original treatment of several melodies.

There were several dramatic moments during the evening—one when a group of Palmer House chefs whetted their knives to the "Anvil Chorus," and another when the flaming dessert was borne into the room by long columns of waiters.

George A. Schmidt, chairman of the board of directors of the American Meat Institute, presided and welcomed guests at the dinner. In introducing the speaker of the evening chairman Schmidt said:

These, unfortunately, are serious times. Whether we like it or not, the situation confronting all of us—not just those of us in this room, but all of us in this great country of ours—deserves serious and intelligent thought.

All thinking Americans will agree that no matter what happens, the time that some people refer to as the "good old days" are gone forever, and well they might be. Some of them were not so good; some of them were so bad that we never want to see them again!

However, in our planning for tomorrow it is important that we in industry do not lose sight of what we are arming to defend. We are defending our democracy and our free enterprise so that individual initiative in this country can

be preserved for those who follow us.

America is built on industry and business. Without free enterprise, encouraged by individual initiative, there can be no true democracy.

Among those who recognize these axioms is the National Association of Manufacturers. Its members not only manufacture goods, but they, like the members of our Institute, constantly are looking into the future.

The National Association of Manufacturers realizes, as do many of us, that the pattern of our lives after the war will depend greatly upon what Americans and American business men do now and in the critical days ahead. Every one of us wants to do his utmost to make that pattern one of prosperity and happiness instead of unemployment and hardship.

Our speaker tonight has made it his business to familiarize himself first hand with the diverse problems which American business is facing in this most critical period. He has talked with business leaders in all types of industries and, as head of the Curtis Publishing Co., he faces many of the same problems, in his own business.

He is a native Iowan, has grown up in the publishing business, and has long been active in the National Association of Manufacturers. He was elected its president for 1941. In addition, he is a member of the board of the Pennsylvania State Chamber of Commerce, director and vice-president of the National Publishers Association, trustee of the Penn Mutual Life Insurance Co., and director of the First National Bank of Philadelphia. In 1941 he was awarded the gold medal of achievement by the Poor Richard Club of Philadelphia.

It is a great pleasure to introduce Walter D. Fuller, president of the National Association of Manufacturers.

(Turn page for W. D. Fuller's speech.)

DINNER HIGHLIGHTS

Two dramatic moments of the annual dinner were caught by The National Provisioner camera man—one (left) as the chefs were whetting their knives to the "Anvil Chorus" just before carving the club steak, and (right) as the long line of waiters came into the darkened ballroom carrying "Cherries Jubilee Flaming."

Fuller's Speech

THE difficulty in talking about America today is that tomorrow comes so fast. Several days ago I had a telephone call from Washington asking certain questions. It was necessary for me to secure the information from the New York offices of the National Association of Manufacturers, and then call Washington back. Perhaps an hour elapsed between the two calls. By the time the second call went through, the situation had changed so that the problem originally posed had



W. D. FULLER

ceased to exist. Such is the Washington of the present day.

Yet I can hardly talk of America today except by talking of certain phases of the Washington situation, or at least of the governmental situation.

We are engaged in the defense of the way of life that has made the development of America possible. The problems that beset us are myriad and vast.

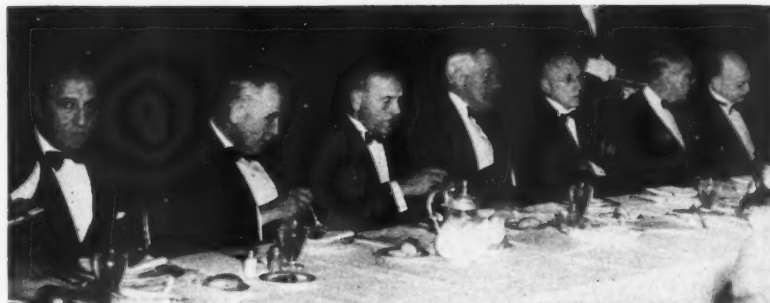
It seems to me that in looking at our problems tonight we had better divest them of their intricate character and look at the simple facts of the case. In times of emergency in this country our people have had the ability to take a common sense view of fundamental questions. This has been true all of the way from Tom Payne's "Common Sense" discussion of the issues of our Revolution, through the many crises in our national life.

Economically at War

The central fact of today is that, economically, we are at war. Whether we are doing any shooting or not, we start with that simple first condition. Economically we are at war, and it is a war of economics. Production will win the war. Production will win the peace. Production is at bottom a problem of morale.

Industry has been named the arsenal of world democracy. I need not engage in argument to gain the agreement of this audience, as to the greatest potential contribution that could and should be made to this nation's defense effort. That contribution would be the elimination of many of today's preventable political and governmental uncertainties.

Uncertainties enough bedevil us all in times like these. Modern war introduces great danger to everybody's economic life. Inevitably, material sacrifices and violent readjustments are



HEADLINE PERSONALITIES AT SPEAKERS' TABLE

demanding. These may be either temporary or permanent.

But some uncertainties which weigh now on minds which should be concentrated on the production problem of defense should and could be removed. Had industry full confidence of government's friendly offices it could turn its mind and effort wholly to the creation of still greater production miracles than those that have been accomplished thus far.

Why does industrial management stand uncertain? Is it because management does not want to make the materials of defense?

Industry Is Willing

No. Even before the country was designated the arsenal and the storehouse of democracy, American industry was conscious of—and was meeting—its responsibility for implementing and supplying the defense program on which this nation had decided. Never has it questioned its function in this regard. Industry will produce according to the specifications of whatever defense program the nation may adopt.

Is management uncertain because of dissatisfaction with defense profits?

No. It expects no considerable profits. It supported the adoption of excess profits taxes as an emergency policy.

What symptoms then does industry see now, to put it on the anxious seat? Just what uncertainties sap with apprehension minds that should be left wholly free to meet the nation's need?

Industry sees one control after another being established over our industrial system in the name of defense, with no assurance whatsoever that these controls will be temporary.

Industry sees post-war planning by the Natural Resources Board that talks about utilizing to the utmost "our system of modified free enterprise," and it ponders uncertainly what that "modification" means.

Industry wonders how important defense production is, when government sits blandly by while two groups of labor leaders make defense plants the battleground for jurisdictional warfare.

Industry builds armaments, prepares food, makes clothing, for the defense of freedom, while the principles and

institutions on which that freedom rests are progressively being sacrificed.

What does it gain us to destroy totalitarianism in the world, if we cultivate totalitarianism at home? Industry sees, for the first time in the republic's history, the individual's right to work made subject to the arbitrary whims of private organizations, all with the implied sanctions of government itself.

Here indeed is the log-jam of defense today. It can be cleared away only when the Administration decides, and announces in ringing and unmistakable terms, a national labor policy based on something more than day-to-day expediency. This country needs to get back to basic principles. We need to talk about America as a whole—not labor, nor capital, nor agriculture nor the old, nor the young—but America—all 130 million of us.

America is an idea. America is the ideal of productive freedom, for the first time in world history creatively expressed in human terms. It is freedom in three parts. Not in economic sections of the population. That concept is open invitation to class warfare. The three parts of American freedom are the three bulwarks of liberty—humanly realized.

There is civil and religious liberty: the right of free thought and its free expression, of free speech and free press and free assembly, and of the free spirit to approach its God in the way that administers to the individual spirit best.

Essential Freedoms

There are free political institutions, whereby free men govern themselves through freely chosen representatives. There is free private enterprise, whereby free men are permitted to earn their own decent livings in their own decent ways, the only requirement being that these ways be to the social advantage of the commonwealth.

Separately these freedoms cannot stand. Equally they support each other. If one is destroyed, the others must fall. Let us look at a recent invasion of these freedoms.

The National Defense Mediation Board was designated by the President as an agency of the government to assist in the adjustment of disputes

and misunderstandings between employers and employees. That was, by order, its whole purpose. This was to further the flow of defense goods.

Industrial management agrees wholeheartedly with that purpose. But in pursuance of that end the board should not, to accomplish expedient objectives, sacrifice long-term principles.

During the past decade organized labor has gained much in strength and influence. The right of collective bargaining is established by law. With these gains behind them many union leaders are now bending their efforts toward consolidating and extending their advantages. They are centering the effort on a drive for the closed shop.

In recent months, at labor leaders' insistence, the mediation board has demanded that employers agree to dismiss any worker who, once having joined a union, shall fail to remain a member of that union in good standing. I submit that it is not the proper province of the government to make recommendations as to whether or not employees should join or not join a labor organization. It is not the proper function of any governmental agency thus to use its power or prestige against employer or employee, either or both. I submit that this action of the mediation board is a violation of a basic freedom of the American worker and of free American enterprise.

Basic Freedom Violated

It has been said that the National Defense Mediation Board is not a policy making body. Be that as it may. The real fact is that the Board has, in certain cases, recommended the so-called union maintenance provision and that action in itself constitutes the making of a national labor policy.

The President has aptly said that "today the chief American fighters in the battle now raging are those engaged in American industry, employers and employees alike." It is apparent that a great responsibility for the execution of the defense program rests squarely upon industrial management. Management should not be burdened with the handicap of having to discharge competent workmen because such workmen do not choose to pay union dues.

To be successful, collective bargaining must be genuine bargaining. It must not be a loaded gun in the hands of one bargainer backed by the power of the government.

In a speech at Atlantic City the other day, William H. Davis, the chairman of the National Defense Mediation Board, declared: "We must summon all the tolerance and understanding available. The road is long and dusty. But a definite goal is ahead—mature labor relations on a democratic basis."

There could be no better statement of the issue, either from the point of view of the worker or of management.

But what is democratic in the forced

Seated at the Speakers' Table

OFFICERS and directors of the Institute, other meat industry leaders, educators and distinguished heads of leading banks, newspapers, railroads and other industrial companies filled the two great tables extending the length of the banquet hall. The tables are shown in the banquet photograph on page 130.

TABLE I

Guests seated at the front speakers' table from left to right (see opposite page) were:

DAVID G. MADDEN, member, board of directors of Institute, and president of East Tennessee Packing Company.

ALBERT T. ROHE, honorary member of Institute.
H. A. MADY, member, board of directors of Institute, and president of Carstens Packing Company.

COL. HENRY B. BARRY, commanding officer, Chicago Quartermaster Depot.

LOUIS W. KAHN, member, board of directors of Institute, and president of The E. Kahn's Sons Company.

H. P. RUSK, dean and director, College of Agriculture, University of Illinois.

JOHN HOLMES, president, Swift & Company.

C. J. ABBOTT, member, board of directors, American National Live Stock Association.

EDWARD F. WILSON, president, Wilson & Co., Inc.

JAMES R. LEAVELL, president, Continental Illinois National Bank and Trust Company of Chicago.

WALTER REINEMAN, member, board of directors of Institute, and president of Fried & Reineman Packing Company.

E. A. STAKE, vice president, First National Bank of Chicago.

WM. C. CUMMINGS, president, Drovers National Bank of Chicago.

D. R. HOWLAND, member, board of directors of Institute, and president of Miller and Hart, Inc.

PHILIP S. HANNA, editor, *Chicago Journal of Commerce*.

HAROLD H. SWIFT, chairman of board of trustees, the University of Chicago, and vice chairman of board of Swift & Company.

ARUNDEL COTTER, industrial editor, *Wall Street Journal*.

W. H. SPENCER, dean, School of Business, The University of Chicago.

PAUL I. ALDRICH, president and editor emeritus, *The National Provisioner*.

CHARLES E. HERRICK, honorary member of Institute.

PHILIP RAYMOND O'BRIEN, president, Board of Trade of the City of Chicago.

T. A. CONNORS, national meat representative, the Great Atlantic & Pacific Tea Company.

F. G. GURLEY, vice president, the Atchison, Topeka and Santa Fe Railway System.

H. A. STARK, chairman, board of directors, National Association of Retail Meat Dealers.

G. WM. BIRRELL, member, board of directors of Institute, and treasurer of Ch. Kunzler Company.

W. F. PRICE, special adviser, Purchases Division, Office of Production Management.

JOHN A. KOTAL, secretary, National Association of Retail Meat Dealers.

PAUL CORNELIUS, member, board of directors of Institute, and president of Cornelius Packing Company.

TABLE II

Guests seated at the rear speakers' table from left to right were:

J. N. CLEMENS, director, National Restaurant Association.

L. W. HITCHCOCK, vice president, National Voluntary Groups Institute.

HARRY E. REED, assistant chief, Agricultural Marketing Service, U. S. Department of Agriculture.

H. HAROLD MEYER, member, board of directors of Institute, and president of The H. H. Meyer Packing Company.

MRS. R. M. KIEFFER, secretary-manager, National Association of Retail Grocers.

M. F. STOKES, president and general manager, Chicago & Western Indiana Railroad Company.

W. H. ALBERS, president, Super Market Institute.

P. H. JOYCE, president, Chicago Great Western Railway Company.

CHAS. R. RICE, president, National Live Stock Exchange.

CHESTER G. NEWCOMB, member, board of directors of Institute, and president of The Lake Erie Provision Company.

R. C. POLLOCK, general manager, National Live Stock and Meat Board.

W. F. SCHLUDERBERG, member, board of directors of Institute, and president of the Wm. Schluderberg-T. J. Kurlde Company.

JAMES E. GORMAN, trustee, the Chicago, Rock Island & Pacific Railway Co.

C. J. FAULKNER, JR., general counsel, Armour and Company.

H. A. SCANDRETT, trustee, Chicago, Milwaukee St. Paul and Pacific Railroad Company.

F. A. HUNTER, member, board of directors of Institute, and president of Hunter Packing Company.

EMERY T. FILBEY, vice president, the University of Chicago.

G. F. SWIFT, member, board of directors of Institute, and vice chairman of the Board of Swift & Company.

E. J. ENGEL, president, the Atchison, Topeka and Santa Fe Railway System.

OSCAR G. MAYER, member, board of directors of Institute, and president of Oscar Mayer & Company.

DR. MORRIS FISHBEIN, editor, *Journal of the American Medical Association*.

WALTER J. CUMMINGS, chairman of the board, Continental Illinois National Bank and Trust Company of Chicago.

J. S. MCCLEAN, president, Canada Packers Limited.

THOMAS E. WILSON, member, board of directors of Institute, and chairman of the Board of Wilson & Co., Inc.

WALTER D. FULLER, president, National Association of Manufacturers, and president of the Curtis Publishing Company.

GEORGE A. SCHMIDT, chairman of board of Institute, and president of Stahl-Meyer, Inc.

WESLEY HARDENBERGH, president, American Meat Institute.

A. C. WILLARD, president, University of Illinois.

GEORGE A. EASTWOOD, member, board of directors of Institute, and president of Armour and Company.

LT. COL. PAUL P. LOGAN, chief, Subsistence Branch, Office of Quartermaster General.

JOHN W. RATH, member, board of directors of Institute, and president of the Rath Packing Company.

R. L. WILLIAMS, chief executive officer, Chicago and North Western Railway Company.

E. A. CUDAHY, JR., member, board of directors of Institute, and president of The Cudahy Packing Company.

L. F. VAN ZWANENBERG, member of British Food Mission.

CHARLES H. SWIFT, chairman of board, Swift & Company.

B. B. BRUMLEY, president, National Live Stock Marketing Association.

W. R. SINCLAIR, member, board of directors of Institute, and president of Kingan & Company.

DAVID H. REIMERS, president, the Live Stock National Bank of Chicago.

SAMUEL SLOTKIN, member, board of directors of Institute, and president of Hygrade Food Products Corporation.

CHARLES T. O'NEAL, president, Chicago & Eastern Illinois Railroad.

H. F. KOERBLE, president, National Association of Retail Meat Dealers.

FREDERICK A. VOGT, member, board of directors of Institute, and president of F. G. Vogt & Sons.

L. R. CAPRON, vice president, Burlington Lines.

JESSE M. DIETZ, meat department, American Stores Company.

DAVID B. McDUGAL, vice president, the Northern Trust Company.

DONALD F. CHRISTY, assistant director, Office of Foreign Agricultural Relations, U. S. Department of Agriculture.

acceptance of the principle of maintenance of union membership in what is presumably an open shop? What is democratic about forcing a working man to join a union that has no democratic process of running its own affairs?

The latest instance in the public news is the hod carriers' union. It recently held a convention, the first in thirty years.

What is democratic about telling the American working man that he cannot work on defense unless he has a union card?

What is democratic about forcing an employer to collect dues for a union when often there is no democratic process by which the union assesses these dues? Witness the coal miners who recently struck against arbitrary increases of dues by John L. Lewis' union.

What is democratic about agreements negotiated under government referees providing that workers who criticize a union can be discharged (a union that in this instance forged ballots to call a strike in a key defense plant)? The reason advanced by some union officers for insistence upon "maintenance of membership" was that they needed employers to compel the employees to keep an agreement. Let me repeat that so we can revel in the fine democratic flavor: "To compel the employees to keep an agreement."

As well, and as logical, for the government to compel all manufacturers to become members of the National Association of Manufacturers on the plea that the N. A. M. was so weak and ineffectual that we could not attract our membership and support otherwise.

Is there anything democratic in an employer being forced to fire a perfectly satisfactory and competent worker on defense necessities simply because that employee chooses not to pay union dues? Workmen denied free speech, free employment, freedom of association, freedom even to petition their own union officers with result—this is attack against all the freedoms that any American holds.

A Step Toward Fascism

May I ask—is this not a step toward Fascism? And of Fascism, or Nazism or any form of totalitarianism, may I suggest reflection on Pope's famous couplets:

"... a monster of so frightful mien,
As to be hated needs but to be seen;
Yet seen too oft, familiar with her face,
We first endure, then pity, then embrace."

The government's labor policy is not the only threat to the traditional freedoms of the individual, to his property, to his future and opportunity.

Priorities and price controls and high taxes are necessities of defense economy. But they are dynamite—necessary but capable of great damage to American freedom if not handled properly. A circular letter from Secretary



Morgenthau reached me yesterday morning. It reads: "... a partnership, as the President said, which is entered into to safeguard and perpetuate those precious freedoms which the founders of this republic gave us as our heritage."

The words are fair but how about performance? Just take a look at the record.

These are some of industry's reasons for apprehension. These problems are the challenges which industry must face. Who says we cannot meet them? With justifiable reason for apprehension, industry takes its chances and plunges ahead. Just what this willingness to plunge ahead has already accomplished is often overlooked.

Industry Leads the Way

Few people realize that industry has already finished and delivered a dollar volume of defense goods greater than the government specified as necessary for the defense of the country as late as March 10 of this year—eight months after it started to plan for defense.

This is a startling statement but the facts bear it out. Our defense effort, by government definition, started on July 1, 1940. Until March 11, 1941, when the first lend-lease bill became law and we started to arm the world as well as ourselves, the government had ordered industry to supply a total of \$9,329,000,000 of defense-equipment. As of today, nearly ten billions of dollars of equipment actually has been turned over to government—more than even had been ordered less than seven short months ago.

Now let us look ahead. We must face our problems and our headaches courageously and with good heart. If we defeat defeatism, we may be of good hope. Let us turn from a recital of the problems of today to the brighter prospects of tomorrow. Do not look surprised that I say "brighter." That is exactly what I mean.

Remember always that we have the men, the ideas, the money, the materials, the machines and the markets to make America greater than ever. If we can produce and produce to make democracy safe in the world, we can likewise produce to make democracy

CORRIDOR CHATTER

1.—August Miller (left), president, Charles Miller & Co., N. Bergen, N. J., weighs eastern meat situation with Ernest Haberle (right), president, H. C. Bohack Co., Inc., Brooklyn, and Paul G. Bohack of the Brooklyn organization.

2.—Between Chester H. Bowman (right), The National Provisioner Daily Market Service, and Richard von Schrenk, assistant to the president, The National Provisioner, is Ed Kimelman, superintendent, Philadelphia Boneless Beef Co.

3.—Carl Fischer (right), president, Fischer Packing Co., Louisville, and John Humphrey (left) of the Kentucky concern talking it over with John J. Dupps, president, John J. Dupps Co., and L. J. McQueen, the Globe Co.

4.—Sayer & Co. president Paul Rosenfeld (center) and Sayerman Lou Hausman (left), play host to A. H. Later, president, Morris Packing Co., Hartford, Conn.

safe at home. We have the tools to build a real and lasting prosperity.

There are 130 million Americans whose wants and desires have never been fulfilled. A majority have low annual incomes. Through lifting these incomes, our free enterprise system can grow stronger and America become happier and healthier.

The Post-War Battle

Today we have a higher rate of activity and higher level of employment and payrolls than ever before—so that by applying our intelligence and ingenuity, we can move into the post-war era with real momentum, if we will. The post-war battle will be between state socialism and free enterprise. The bullets will be ideas and jobs. Free enterprise has most of both, if it will use them.

Even in the trials and tribulations of the present emergency, industry is looking ahead to help make a better day after the war. Manufacturers are spending an unprecedented 117 millions this year for research alone. This is tangible evidence of industry's faith in America's future. What wonders will come from the test tubes and labora-

tories? What new gains will be added to our standard of living?

We know that recently we have been consuming \$18 billion worth of products each year which have come onto the market since the first World War. Additional wealth, employment, opportunity, health and happiness will be added by the research now going on.

These are ways in which free enterprise improves the product which it offers the American people in these times. There is no longer confidence in the miracles of the economic planners. The big miracle of ending the depression never happened. People know this. Thus, when they hear of a probable depression after the war, they get cold chills.

Free Enterprise Favored

We who believe in free enterprise have the advantage over those who want to sell some "new order" to the American public. Our goods have public acceptance. Any competitor will have to get people's attention first. This need never happen if we do our jobs properly. Our way is the habit of a life-time to most Americans. Our economic goods are the brand which the public knows, has found satisfactory, and wants to continue buying.

Here are four questions to clinch my point.

Do those now becoming victims of priorities unemployment find themselves any better off under so-called "economic planning"? Regardless of the reason, being out of a job doesn't feed the family.

Will those who can't buy the goods they want and need, due to shortages, like the taste they are thus having of regimentation?

Do those who will pay direct taxes this year for the first time now believe that government as such can produce prosperity?

Will those whose market baskets are beginning to feel the effects of inflation cheer those who are bringing inflation upon them?

The record, the evidence, the argument all seem convincing, yet our job in this emergency is to protect American democracy, for regardless of logic or reason, it is under constant attack. We must protect our way of life at home against the enemies of American enterprise—against those high priests of experimentation who would sacrifice democracy on a selfish altar of social theory.

Hold Public Opinion

Like a good manufacturer, we must constantly sell our economic goods, else the consumer will stray elsewhere. We must have a program of improving our social product. We must make it more and more serviceable and salable. I accept the fair words from high places about the safety of our freedoms as sincere words, but individuals have been mistaken before and will be again. I hope the words are prophetic, but



MORE PACKER LADIES THAN EVER

The growing popularity of the convention among meat packers' wives is indicated by the larger number of women registering each year. Here a group of women is shown registering with Miss Esther Evers, American Meat Institute, for convention activities.

regardless of assurances, let us "keep the powder dry." In this case the powder is the good public opinion of American enterprise and of our free institutions. Regardless of fair words, the evidence certainly indicates that free enterprise in America is in real danger; if that is the case, it is our job to

fight for it. We who believe in free enterprise can do a better and more intelligent job for free enterprise than we have been doing.

The defense against priorities unemployment is the working of free enterprise. Free enterprise, encouraged, provides the goods which people want and need, provides jobs and payrolls. Of course, defense always comes first, but failure to produce the maximum of strategic materials, the heaping up of goods for wartime reserves beyond defense necessities, and the resultant unnecessary shutting off of supplies to those who manufacture for non-defense purposes is destructive aid to inflation.

The defense against inflation is production. More goods for more people to buy is the only practical way to prevent rising prices and lost buying power. Price controls are no substitute. Price controls without wage controls are not even a temporary substitute. No one wants inflation—now. It was in 1932 and 1933 that officials were trying to get a "little" inflation. Today they say a "little" inflation is like a little blood poisoning.

We can protect America by doing a patriotic job of making and selling needed and available non-defense products so that the American people will not lose faith in democracy through unnecessary sacrifices or through wild inflation. We must not face the post-war period with our peace-time manufacturing and distribution organizations rusted and incapacitated. We must find ways to protect the small manufacturers, distributors, and merchants.

We have an abundance of some



CONVENTION FAMILIES

TOP.—A. C. Flothow, Everhot Manufacturing Co., with Mrs. Flothow and their daughter, Mary Jane.

BOTTOM.—G. W. Freyler, sausage superintendent, Heil Packing Co., St. Louis, Mo., with Mrs. Freyler.

things, such as food. By encouraging the purchase of more and more of these abundant items, we take that much pressure off the inflation poisoning. After all, we have 130 million Americans to feed and provide for, as well as eventually a considerable part of the rest of the world.

A study recently made by government statisticians, projecting the distribution of income through 1941 and 1942, shows a progressively rising level. That is, the number of families with incomes below \$1,000 a year is expected to decrease materially. The estimate is that where in 1939 there were 39 per cent of the families with incomes below \$1,000 a year, by 1942 only 28 per cent will be so classified. The projection shows all income groups above the \$1,500 a year group—even to those \$20,000 a year and over—will increase in numbers. The biggest increase will be those with incomes between \$2,000 and \$4,000 a year.

Greater Market Opening

That gives us the promise of a greatly increased market for goods in the future. It is a market that is nation-wide because the defense dollars are not distributed only in the location where the prime contractors exist. Through sub-contractors and sub-sub-contractors the dollars are spread over the whole map and into towns and villages everywhere.

America is big enough and smart enough to do the job. It has resources sufficient for reasonable peace-time production during war-time.

Where materials are short, we will develop new sources, or increase output, or find substitutes, or do without. But we must not be handicapped by arbitrary rules under the guise of defense needs, or by "hoarding" by government agencies, or by red tape, or by sheer bureaucratic stupidity.

Sound production and selling are defense measures. New products must be made and sold. Substitutes must be found and sold. The need to save and where necessary, to sacrifice, must be sold, but the theory that we should either wreck our standard of living or sacrifice the free enterprise system should not be sold. That theory has its sleepless salesmen.

Sell Free Enterprise

We can protect American democracy, the American economy and the American way of life, by doing such a public relations job in this emergency that the American people will embrace free enterprise as never before. While the people of unhappier lands wilt and shrivel from malnutrition, our people will eat. Ours will be warm while others shiver through brutal winter.

We need unimpeded production and expansive selling, not only to hold down prices, but to keep up the flow of tax money. Every dollar of defense cost paid now is a dollar that will not have to be paid in the post-war time to come.

We are the master producers and

Popular Convention Personalities

1.—M. G. Armentrout (left) advertising manager, Aluminum Cooking Utensil Co., talks over priorities with Richard von Schrenk, assistant to the president, The National Provisioner, B. E. Hiles, district manager, and Tom Gibson, assistant sales manager of the company.

2.—A. Frankel (left) and H. J. Hoffman of the Sterilamp division of the Westinghouse Elec. and Mfg. Co. talk sales with M. A. Leser, Milwaukee Sterilamp distributor.

3.—E. O. Freund (right) president, Visking Corp., discusses the sausage situation with vice president Howard Medici (left) and Elliott Balestier, jr., trade association executive.

4.—Abe Schwam (left) and Edward Feih, both of Sayer & Co., Inc.

5.—These smiling countenances are those of Walter J. Best and William D. Donovan, of Best and Donovan, Chicago.

6.—J. P. Louderman (left) of Continental Can Co. and A. V. Crary, vice president of the firm.

7.—Stanley Baldwin (left) district manager of the Jamison Cold Storage Door Co. talks with F. H. Wagner, sales manager, and J. V. Jamison, secretary-treasurer of the company.

8.—C. O. Loffes (left), sales manager, and J. G. Cahill, assistant sales manager, American Can Co.

9.—N. C. Goss of the Paul Lewis Laboratories, Milwaukee. The ladies are (left to right) Mrs. Carol Thomas, Miss N. Thomas and Mrs. Goss.

10.—E. E. Schwitzke (left) Trunz, Inc., Brooklyn, visits with J. C. Jacobs, manager of the casing department, Armour and Company, Chicago.

11.—James H. Wells, president of Identification, Inc.

12.—Julius Lipton, president of Aromix Corporation, Chicago.

13.—Leo Brand, president, Brand Bros., and Jesse Brand, vice president of the company. The latter is stationed in Tientsin, China.

14.—George Temmerman of Preservaline Manufacturing Co. paired off with M. Wallace Smith of the Archer, Daniels Midland Co.

15.—Jerry Akin of Sylvania (right) enjoys a laugh with E. W. Burchard, art director of the company and S. S. Francis, technical service division.

16.—F. J. Potts compares notes with his son, R. J., and his brother K. G. All three are sales representatives of Fearn Laboratories.

17.—The smiling gentlemen are L. F. Kilmarx (left), general sales manager, and E. P. Mitchell, assistant Chicago district manager, both associated with Pure Carbonic, Inc.

18.—S. A. Mayer, H. J. Mayer & Sons Co., Chicago.

19.—Charles S. Ganzhorn (right) of Korrect Kutting Manufacturing Co. inspects the convention exhibits with his son Phillip and his grandson Richard.

20.—The Stockinette man—Fred C. Cahn, of Fred C. Cahn, Inc., Chicago.

21.—Ivan Heymansson of the Atmos Corporation discusses air-conditioned smokehouses with A. O. Cann.

22.—J. P. Farrell of the Dennison Manufacturing Co. converses with Mrs. Carl Underwood while J. T. Dennison, service manager, talks over the general business situation with her husband, purchasing agent of Carnegie-Illinois Steel Co.

23.—David High (center), Mongolia Importing Co., discusses the casing situation with Sol Lupoff, president and Ben Lupoff of the Hamburg Casing Co.

24.—Ted Brown, Charles Van and Ed. Gisch, all of the Preservaline Manufacturing Co., hold three-man conference.

salesmen of the world. When the defense period is over, all the world will need goods. Our enormous resources, our Yankee ingenuity, our trading ability, will be turned to such a potential market as never existed before.

Our untapped domestic market will be greater than any foreign market we ever had. One thing is sure. We are not going back to the "good old days." They were not good enough. The American people are not out to defend want amidst plenty. They are not prepared to sacrifice now to perpetuate the WPA, the PWA, or the CCC. The American concept of democracy is not a land with 10 million unemployed and 28 million receiving some form of public assistance as was the case a year ago. We are building today's arsenal of democracy as a citadel of our hopes and dreams of the future, not as tomorrow's power house of depression.

Our every effort should be productive. We cannot afford the luxury of

waste. Our weapons are production and persuasion. The weapons of the opponents of free enterprise are defeatism, compulsion and fear. The tremendous wastes caused by industrial unrest and national misunderstanding can be overcome by better public understanding gained through persuasion and selling. Here is waste that intelligence and goodwill can obviate.

There is no problem, political or economic, which cannot be solved in an expanding economy. Defeatists would destroy the will of the American people to have, to enjoy, and to use. Those who would destroy that will would destroy free America.

There is much to concern all of us tonight. Yet we win with optimism—never with pessimism. This country has walked through Gethsemane several times in its 150 years and each time has emerged stronger than before. I firmly believe we shall do it again, no matter what assaults us in the anxious years ahead.

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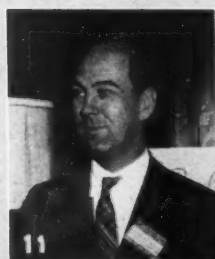
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Everyone Had Good Time at Annual Dinner Dance

THE annual dinner dance has become an institution which few of the packers, equipment and supply men and ladies who attend the annual



convention of the American Meat Institute would wish to miss. It is anticipated with a great deal of enthusiasm each year by those who have been fortunate enough to attend one of these affairs, not only because it is an unforgettable interlude in an otherwise extremely busy and rather hectic week, but also because it provides an evening of rare entertainment. Buying, selling, processing and the economic conditions and ills afflicting mankind and the meat packing industry can be forgotten at the dinner dance.

This year's annual dinner dance was

MANY LIVELY TABLES

On this page and the facing one are pictures of some of the tables at the annual dinner dance. Animated conversation alternated with dining and dancing at each of these centers of sociability. In circle at upper left is an acrobatic dancing act, one of the many entertainment features with which the evening was punctuated. Can you spot your friends or yourself at one of the tables pictured on these two pages?



held in the grand ballroom of the Drake Hotel. All the space in this large room and a considerable portion of the balcony was required for tables and dancing area for those in attendance. The Tower room was also thrown open for dancing—a welcome innovation which relieved congestion.

Johnny Jones and his excellent orchestra provided the music. Entertainment was furnished by a cast of headline talent including the following: Dorothy Dorben dancers; Lischeron and Adams, a dance team; Al Verdi, instrumentalist; Bob Neller, ventriloquist; the Skating Marvels; Claire and Hudson, acrobats; Slyter, magician; the

Four Franks, musicians and the Singing Commanders.

Although a formal affair, the charm of these Institute annual dinner dances lies in the informality which prevails. There is much visiting between tables, greeting of old friends and making of new acquaintances. Veterans in the industry and staid executives of important and prosperous businesses lay aside their dignity and vie with each other and with the younger generation in having a good time.

A well chosen and delicious dinner was served early in the evening. The menu was as follows:

Menu		
	Tomato Swedish	
Old-Fashioned	Vegetable Soup, Family Style	
	Toast Melba	
Celery		Mixed Olives
Charcoal Broiled	Double Lamb Chop on Pineapple	
Cubed Potatoes		New String Beans
	Stuffed Pear Salad	
	Toasted Wafers	
	Frozen Chocolate Pudding	
	Assorted Cakes	
	Coffee	

THE NATIONAL PROVISIONER has said in many of its convention issues that "this year's annual dinner dance exceeded the most sanguine expectations," and again it knows of no better way to express its opinion of the 1941 affair than to repeat the phrase.

It was, furthermore, we believe, "the best ever," and we fear that Homer Davidson of the American Meat Institute, who made the arrangements and planned the entertainment program, has set a standard which will be difficult to equal next year. Attendance at the Institute's conventions has many compensations, not the least of which is the opportunity to be present at the annual dinner dance.

Convention Notes

Women conventioners proved they were not afraid of early rising. Many rose at 7:30 each morning to attend early morning broadcasts. A special "broadcast" party attended the NBC "Breakfast Club" program on Saturday morning. Among those in the party were Mrs. M. A. Mady, wife of the president of Carstens Packing Co., Tacoma, Wash., and her daughter, Mrs. George Loquvam; Mr. and Mrs. Edward Humphrey and Mr. and Mrs. Raymond Weimer, Weimer Pkg. Co., Wheeling, W. Va.; Mrs. Frank Bahmer and Mrs. William White, Bahmer Pkg. Co., Defiance, O., and Mr. and Mrs. William Greenhouse, Renee Packing Co., Syracuse, N. Y. The broadcast was scheduled for one hour later than usual so members of the party had a second breakfast together while waiting for the show to go on the air.

A. C. Schueren, president of the Jim Vaughan Co., manufacturer of meat saws, returned from a mountain lion hunting trip in the West shortly before the convention and brought with him some exciting colored motion pictures of the trip.





Women Conventioneers Flock to Special Luncheon and Fashion Show

WOMEN'S activities are becoming more and more a feature at the packers' convention each year. During the three years in which the Monday ladies' luncheon has been held, the number attending has more than doubled; this year's attendance numbered 145. The luncheon was held in the Wedgewood room on the seventh floor of the Marshall Field & Co. department store. Many of the women had spent the morning doing their fall and Christmas shopping and met at the Wedgewood room at noon. A more intimate arrangement of tables was employed this year with each one seating eight persons.

The ladies' luncheon menu consisted of:

Fruit Salad
with Cheese Crisps
Field's Chicken Outlet
on Toast
with Buttered Peas and
Cherry Tomatoes
Soft Roll
Ice Cream with Chocolate
Sauce
Coffee

During the luncheon hour a fashion show kept the women buzzing. Field's had erected a special platform on which attractive models displayed street dresses and suits, dinner dresses and evening gowns, wraps and casual frocks. If the husbands were not talked into buying some new frocks for their wives

on this trip to Chicago, it was not for lack of ideas gathered by the ladies. A piano and violin duo furnished music during the 45-minute fashion show.

After the luncheon those ladies who had not tired themselves out in shopping during the morning, toured the various departments of the Marshall Field & Co. store. Women employees of the store were expert guides. Ladies who had spent the morning in the store were taken to view the newly-opened "28" room, featuring higher-priced suits and dresses.

Notes on the Ladies

Mrs. H. A. Mady and her husband had as guests at the convention their daughter and son-in-law, George Loquvam, who is studying medicine at the Washington University in St. Louis. Mrs. Mady had broken a bone in her foot two weeks before the convention, but had the cast removed to attend.

While George G. Abraham, vice president, Abraham Bros. Pkg. Co., Memphis, Tenn., flew home Tuesday morning, his wife drove home in a more leisurely fashion with the other members of her party, which included Mrs. Sam Abraham, Mrs. George Abraham, and Miss Rose Richmond.

The John J. Dupps Co. women folk

were well represented at the convention. Attending were Mrs. John J. Dupps, Mrs. John J. Dupps, jr., Mrs. Robert Lamping and Mrs. Walter Hammann.

Many of the women at the convention expressed interest in the Institute's new diet list and Miss Evers has a number of requests for extra copies.

Mrs. W. D. Jordan, whose husband is superintendent of the People's Packing Co., Oklahoma City, Okla., enjoyed her first convention. The Jordans drove to Chicago and Mrs. Jordan spent part of her time visiting friends.

Mrs. Charles H. Raskin of Sioux City, Iowa, whose husband operates the Raskin Pkg. Co. attended the ladies' luncheon through a happy accident. She met Mrs. E. F. Forbes, wife of the Institute's west coast representative in a Field's store elevator and learned of the affair in time to go.

Mrs. Chas. W. Sucher, Dayton, Ohio, told our associate editor that she saves all copies of THE NATIONAL PROVISIONER for her husband.

Mrs. Paul Cornelius and Mrs. E. F. Forbes were a help to the guide on the Marshall Field tour by consistently bringing up the rear.

Mrs. Della Nuckolls and Mrs. G. H. Nuckolls arrived at the convention for the last two days but were unable to attend the ladies' luncheon.



Sections Keep Packers Up-to-Date

THE section and division meetings of the annual convention of the American Meat Institute, commonly referred to in the industry as "short courses in meat packing," have grown in importance and popularity each year. They were developed for engineers, scientific men and practical operators, and the program chairmen have never lost sight of their original purpose of disseminating the latest scientific and practical information on meat plant processing, operating and merchandising methods.

These meetings never lack interest and value, and have become an important factor in aiding member plants in maintaining a high level of operating efficiency and evaluating the latest scientific discoveries and developments and their application to operations and processes. The large attendance at these meetings, and the keen interest evidenced, attest to their value for the forward-looking men of the meat packing industry.

Attendance at each of the section and division meetings equalled or exceeded the record breaking turnouts of last year. Engineers, chemists, practical operating men, master mechanics, accountants, livestock buyers, advertising managers, sausage department executives and merchandising men comprised the bulk of those present. These meetings were not overlooked by top executives, however. At each convention more men of the latter group are taking advantage of these gatherings to keep up-to-date on the latest ideas in equipment, methods and practices.

This year, as usual, emphasis was given to new developments of far reaching importance, but the "little things," which so frequently have a great influ-

ence on results in the plant, on the sales territory and on the balance sheet, also received attention.

Among the more important subjects discussed were revenue legislation, departmental cost accounting, inventories, lard processing, meat canning, smoking operations, producing meats for the army, freezing problems, meat and defense, sales and advertising, power plant efficiency, hog chilling, priorities, livestock and sausage processing.

Chemistry and Operating

THE chemistry section meeting started promptly with E. N. Wentworth, Armour and Company, in the chair and a large group of packing-house men present. The program, prepared under the supervision of L. M. Tolman of Wilson & Co., program chairman, included papers on lard stability and improvement, meat canning, dark cutting beef and studies in sausage smoking.

New Methods Are Utilized in Studying Stability of Lard

Dr. H. R. Kraybill, director of scientific research, American Meat Institute, told of the work being done by the Institute on new methods of studying lard stability. Some of the work is being carried on at Purdue University in co-operation with the department of agricultural chemistry since this institution has certain apparatus needed in the investigations. The studies include a determination of the effects of bleaching agents on lard and the use of

spectro-absorption methods in determining the changes brought about in the finished product.

Fats shows typical absorption spectra. After a previous period of oxidation, the use of bleaching agents alters the absorption spectra in a manner that shows the formation of three or four double bonds in the fatty acid chain where previously there had been but two or three. The double bonds are also found to be located alternately with single bonds of the carbon chain. This process is known as conjugation. Various bleaching agents give different degrees of this effect.

This knowledge adds a third effect to those thought to result from the action of bleaching agents. These agents may affect the stability of fats by destroying antioxidants, by removing a stabilizer which may be present, or by producing conjugation, which is the effect discussed in the second paragraph of this account.

The spectro-absorption method, which shows the aforementioned shift in the double bonds and conjugation, lends itself well to the quantitative determination of linoleic, linolenic and arachidonic acids, providing the process is properly controlled. These are the very fatty acids of significance in nutrition; thus the part they play in rancidity runs counter to securing stability in lard.

Vibrans Tells How Lard Is Being Made Better and Better

Dr. F. C. Vibrans of the Institute staff told what was being done to iron out wrinkles in lard processing. He pointed out that the statement that lard is no better today than it was 10 years ago is not true.

As an aid in the production of better lard, the Institute is helping its members by analyzing product and giving advice on how to improve it. A series of recent bulletins are available which should prove of considerable value to lard producers. Visits made to member plants have disclosed that often only a few changes in storage temperature, time held before rendering, non-use of certain types of raw material (sweet pickle trimmings, for example), or a change in operating procedure are sufficient to bring about improvement in the quality of the finished product.

Some operators will not admit they are producing inferior lards, even when analysis shows they are doing so. Dr. Vibrans stated that the use of brass stuffing boxes in otherwise good equipment often leads to poor lard and that rancid filter cloths are used too frequently. Some renderers believe that a trace of moisture in the lard will lead to rancidity; therefore they process at a higher temperature and reduce the accelerated oxygen absorption time



SPEAKERS ON CHEMISTRY AND OPERATING MORNING SESSION

Presiding chairman E. N. Wentworth (second from left) and program chairman L. M. Tolman (second from right). Speakers (left to right) Jay Bowman, H. R. Kraybill, F. C. Vibrans and J. Stritar, all of the American Meat Institute; H. C. Dormitzer, Wilson & Co., Inc.; D. H. La Voi, National Live Stock and Meat Board, and J. N. Ramsbottom, Swift & Company.

from six hours to one hour. If they worried less about this trace of moisture they would produce a better lard.

Preliminary Studies Made On Meat Canning Problems

Bacteriological studies on canned meats, such as canned hams and canned luncheon meat, have been started by the Institute's laboratories. Dr. J. Stritar of the staff stated that processing at about 160 degs. F. is similar to a pasteurization process and that products so handled must be kept under refrigeration. This talk was in the nature of a preliminary report on recent work using staphylococcus as a test organism. Test strains were selected from among the collection in the laboratory of Dr. Dack at the University of Chicago. Employing test tube experiments, Dr. Stritar showed that heating the material to 160 degs. F. for one minute killed the organism while two minutes were required at 150 degs. F. and from 7 to 31 minutes at 140 degs. F. The use of other strains gave similar results, although some showed a much shorter range of time at 140 degs. F.

Similar experiments were then made using 3½ lbs. of salt, 1½ lbs. of sugar, 2 oz. of sodium nitrate, and one-eighth ounce of nitrite of soda per 100 lbs. of meat. The presence of the curing ingredients did not reduce the time required to kill the organism.

In another experiment the surfaces of a pork loin were seared with a flame to sterilize the surface and the fat was then carefully trimmed away with a sterile knife. The meat was then ground and part of it was cured. It took longer to kill the organisms in the cured meat than in the uncured product and markedly longer at the lower temperatures. For example, the time required at 144 degs. F. was increased from 11 to 39 minutes.

Dark Cutting Beef; Studies On Its Causes and Prevention

Dr. J. N. Ramsbotham of Swift & Company introduced the topic of dark cutting beef and present knowledge of its cause and prevention. He discussed the scientific aspects. He pointed out that all beef is more or less dark when first cut, but that normal beef turns bright red on exposure to the air. Myohemoglobin, the colored pigment of meat, is of a purplish hue but oxyhemoglobin is bright red. This change does not take place in dark beef and the meat is coarse and sticky. However, it is palatable and nutritious. Cooking changes the pigment to the brown hematin.

Dr. Ramsbotham reviewed briefly the literature of dark-cutting beef and told about the plans of the Institute's committee on dark cutting beef. Much of the work has been done with 4H-Club cattle. This work has shown that there is less reducing sugar and a lower acidity in dark beef than in normal beef; in fact, the pH goes up and the acidity goes down with an increase in dark color. Thus a light-colored beef



has a pH of 5.58, a medium dark beef has a pH of 5.75 and dark beef a pH of 6.63. There is no difference in the iodine number of the fat, but the water content is slightly higher in the dark meat.

The speaker described experiments with cattle fed or not fed for a few days prior to slaughter, and kept in a cold environment or in a warm place. It was found that withholding feed and exposing to cold increased the number of dark cutting animals. However, some dark cutters were found among the well-treated animals. Evidently there is some additional cause not yet discovered. Insulin injected into some experimental animals to reduce the sugar content of the muscles caused an increase in dark cutting flesh. Adrenalin, in contrast, increased the sugar content of the meat and lightened the color, but some small hemorrhagic

MAKING THE CONVENTION A FAMILY AFFAIR

- 1.—Ray Furlong, manager, Dumarts, Ltd., Kitchener, Ont., with Mrs. Furlong and daughter Fern.
- 2.—Charles Dodge, president, the Globe Co., Chicago, accompanied by Mrs. Dodge and daughter Rose Ann.
- 3.—K. E. Wolcott, engineering department, Wilson & Co., at the convention with Mrs. Wolcott and their two charming daughters, Helen (left) and Katherine.
- 4.—George Schlereth, vice president, H. H. Meyer Packing Co., Cincinnati, accompanied by his daughter, Miss Stella E. Schlereth.
- 5.—Mr. and Mrs. H. C. Homer (right), Buffalo, N. Y., and their son, H. C. Homer, jr., Sylvania Industrial Corp. The senior Mr. Homer is superintendent of A. Szelagowski & Son.
- 6.—These well known Milwaukeeans are Mr. and Mrs. Walter Frank (left), and their son, Robert M. Frank, all of Frank & Company.

areas were produced. Feeding glucose, on the other hand, did not result in a color lighter than normal. Blood sugar determinations on the 1939 4H-Club calves showed no correlation with the color of the beef.

In general, dark cutting beef has less total hydrolyzable sugar, less water extractable reducible sugar, less pyruvic acid, more water, slightly more organic phosphorus, as well as showing an increase in oxygen uptake, less redox potential and no change in the percentage of pigment.

At the Kansas State Agricultural Experiment Station, the effects of rations high in one ingredient were studied in comparison with a standard Corn Belt ration. The latter showed a better color than was found in animals on rations high in protein, in sugar, or in fat.

Evidently the carbohydrate cycle in cattle must be studied further before the problem of dark cutting beef can be solved.

D. H. LaVoi of the National Live Stock and Meat Board, discussed the practical aspects of dark cutting beef. He spoke of numerous agencies co-operating in the solution of this problem and the part played by the Board. He discussed the following studies carried out to date:

- 1) On the 1938 4H-Club cattle at Chicago; 2) On 228 animals, withholding feed; 3) The insulin study; 4) the adrenalin study; 5) On the 1939 4H-Club cattle at Chicago; 6) On chemical analysis; 7) Protein, fat and sugar rations at Kansas State; 8) Chilling and withholding feed, with cats; 9) Chilling and withholding feed, with lambs; 10) On 1940 cattle at Chicago eliminated from the carcass contest; 11) On 1940 4H-Club calves; 12) On the effects of chilling and withholding feed in commercially fed cattle.

Mr. LaVoi then presented a list of 69 possible causes given by various persons

as responsible for dark-cutting beef. These reasons were evaluated under the following categories: Relationship found, no relation shown to date or no further work needed.

New Facts Are Disclosed in Study of Sausage Smoking

Jay Bowman of the Institute staff told about his studies on sausage smoking and reviewed briefly the literature dealing with wood smoke and its penetration and constituents. Forty to 50 different substances found in wood smoke have been investigated in order to find which ones contribute to flavor and how the amounts of these constituents required can be determined with accuracy.

A recent (June, 1940) important study on smoking has come from the British Department of Scientific and Industrial Research. An experimental smoker was used and 100-lb. lots of wood were burned with four different rates of air flow, including destructive distillation. Suspended matter was removed and all the products formed were collected. Among the classes of products found were aldehydes, which affect color but not flavor, and phenols, which affect flavor but not color. About 3,500 lbs. of air were used to burn each 100 lbs. of sawdust.

A study was also made of analytical methods applicable to the determination of constituents present in the dilute smoke in amounts as low as a few parts per million of air mixture. Another problem of importance is how to remove the smoke constituents from smoked meats. Among the techniques employed were steam distillation in all glass equipment and freezing the meats in liquid hydrogen and shattering the resulting fragile product. The spectrophotometer or other very sensitive device is needed in this type of analytical work.

An all Pyrex glass smokehouse was designed and constructed for the experimental work. The apparatus includes a smoke chamber, devices for controlling moisture and temperature, a chamber for smoking sausage suspended by a silk thread from a balance and a means of recovering all the products of combustion.

The manner in which sawdust is

burned is important in controlling yields. Wood smoke penetrates both natural and artificial casings to a depth of about one-sixth inch. A heavy smoke makes a deposit on the outside of the casing which is easily washed off. Various sawdusts have been used, as well as different types of smoke—individual single ingredients of smoke and the more complex liquid smokes.

Lard Improvement Starts with Better Practices in the Plant

The concluding paper of the session was by H. C. Dormitzer of Wilson & Co. who discussed "Practical Improvements in Lard." Many of these improvements are the result of earlier efforts by the Institute and member firms. Committee discussions and bulletins issued by the Institute have also been helpful.

Many lard renderers have awaited development of new methods or equipment before attempting to improve their product, but it has been found that a study of the steps used in making lard in individual plants can contribute greatly to lard improvement. One important factor in improvement is to see that the fats are handled properly before rendering. A second practice which needs scrutiny is that of holding fats in the tank until it is full. A third factor is the operation of the tank.

Fats should not be held any longer than necessary before going to the rendering tank, and they should not be stored there while awaiting a full tank. It is better to render a half tank if the volume of fats is not great enough to fill the tank promptly. Dry rendering has been considered as a partial solution of the lard problem, but the details of the operation need careful checking.

Too many operators are likely to over-

look what happens to lard after rendering. This is important, especially when it is being cooled in the presence of air. Lard should not be drawn off at too high a temperature.

Since bleaching reduces keeping time, it is important to use it as little as possible and to stress sanitation. Pipe lines are important sources of trouble; the shorter the pipe lines are, the better.

Eternal vigilance is required to produce good product. Brass fittings should not be used, but the maintenance department must be checked to see that it does not purchase and install such fittings to replace iron fittings.

Chilling and packaging methods still need much improvement. Lard should not be worked too much when it is in the plastic stage. The Votator seems to be a step toward production of better lard. Some new developments in packages, including lined and unlined cartons, are of interest.

Chemistry—Operating Second Session

THE second session of the chemistry and operating section, A. F. Hunt presiding, opened with a talk by John H. Moninger of the Institute staff. He described the meat advertising program and reviewed some of the facts turned up by the Roper survey of consumer attitudes. Mr. Roper found two outstanding reasons why people eat meat—they like it and it is a satisfying food. He also found five reasons why people do not eat more meat.

Mr. Moninger reviewed the advertising program of the past year and told what will be done during the coming six months to break down some of the prejudices against meat.

Army Meat Must be Processed, Packed for Unusual Conditions

The regular program, prepared under the general direction of H. J. Koenig, Armour and Company, was opened by Major Jesse H. White of the Chicago Quartermaster Depot who explained what the Chicago Subsistence Research Laboratory is doing in work on preparing and packaging meat and meat products for the army. The size of the task of feeding U. S. Army personnel is in-

CHEMISTRY AND OPERATING AFTERNOON SESSION

Presiding chairman A. F. Hunt and program chairman H. J. Koenig (third and second from right respectively) with speakers (left to right) O. G. Hankins, Bureau of Animal Industry, Lieutenant Colonel Fred C. Waters and Major Jesse H. White, both of the Chicago Quartermaster Depot, and Frank C. Raney, John Morrell & Co.



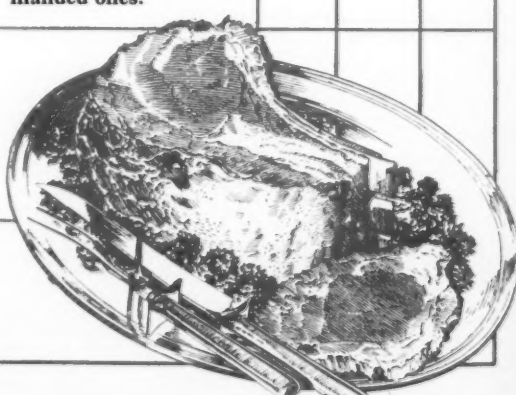
The Meat

moves into



MEAT QUIZ

See if your staff can answer these eight questions. Answers on page 220

	TRUE	FALSE	DON'T KNOW		TRUE	FALSE	DON'T KNOW
1. Meat is a good natural source of B vitamins.				6. All meat is 96 to 98% digestible.			
2. Meat is an excellent source of complete, high quality proteins.				7. Lean meat, even in liberal quantities, is "not fattening" and is of first importance in the modern physician's safe reducing diet.			
3. The human body requires the same proportionate amount of high quality proteins in the diet—summer and winter.				8. The thrifty cuts of meat are just as nutritious as the more demanded ones.			
4. The B vitamins, proteins and minerals found in meat are not stored in the body to any appreciable extent and must be supplied daily in the diet.							
5. Meat is a good source of iron and copper, the builders of good red blood.							

Campaign

a new year

A new year of the meat educational campaign is now under way.

From many quarters comes evidence that the old fallacies about meat are being torn down and a new appreciation of meat is being built.

The campaign during the coming twelve months—

1. Will put great emphasis on the thrifter cuts of meat.
2. Will strongly support the government's health-for-defense nutritional program.
3. Will continue to stress the nutritional value of meat—B vitamins, complete proteins and essential minerals.
4. Will continue to emphasize meat as of first importance in the modern physician's safe reducing diet.
5. Will penetrate every economic level through the extended use of newspapers and outdoor posters plus magazines.
6. Will continue to appeal to the nutritional thought leaders of the country—physicians and home economists.

What can you do to make this program work for you?

If you are a packer or a distributor, see that your salesmen read the ads, show the ads and continuously push for increased display of meat in the newspaper and handbill advertising of retailers.

If you are a retailer, see that your clerks are informed on the basic facts about meat as a nutritious food; use in your store the new meat vitamin chart, the thrifty meat chart and other educational materials furnished you; and give meat the emphasis it deserves in your own advertising.

The benefits of this common effort will reflect themselves not only in your own balance sheet or cash register, but at one and the same time you will be performing a fine public service which reaches back to the soil and which is related to our national well-being.

AMERICAN MEAT INSTITUTE, Chicago

This Seal means that all statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



licated by the fact that in all services, the United States fed last month 2,250,000 persons daily at a total cost of over \$1,000,000. Some of the items required were 36,500 tons of meat, 14,900 tons of canned vegetables and 46,900 tons of fresh vegetables. Other items were of comparable size.

Delivery of a variety of foods at many points, and their distribution to the places where they are stored and prepared, is a major task requiring much care. Standards which must be adopted for preparation and packaging of many of the items, especially meat, are not those usually employed in commercial practice. Special specifications are required and they must be given in considerable detail. Long storage, overseas transportation and effects of hot and of cold climates present special packaging difficulties. The army is attempting to conform to commercial practices as much as possible.

Special conditions which must be taken into consideration in connection with Army rations are the limited space available for many rations, freezing conditions in cold countries, insect infestation in warm climates and rough handling in overseas shipment. For such reasons sterile canned luncheon meat is needed, frozen boneless beef is used where feasible and the compact parachute rations have been developed. Mild cures had to give way to harsher cures for Army use and lard requires special attention. Specifications issued so far are not to be considered final under all circumstances, since it is recognized that changing conditions may result in changed specifications.

How Veterinarians Inspect Meat Bought for U. S. Army

The second topic on the program was "Inspecting Meats for the United States Army." Lt. Colonel Fred C. Waters, Chicago Depot Veterinarian, stated that it was the duty of Army veterinarians to enforce the specifications but not to originate them.

The present situation has required expansion of the staff from six officers and eight enlisted men to 35 officers and 30 enlisted men. About 15 million lbs. of meat are inspected each month by the Bureau of Animal Industry and the Army.

Colonel Waters sketched the procedure used in securing bids, awarding contracts, and passing on acceptance of the product. He pointed out the importance of inspection at the plant of origin and the rejection of product before processing if possible.

Frozen boneless beef was discussed in some detail. Carcasses selected in the plant of origin are No. 3 steer or heifer beef. After selection in the chill room, the carcasses go to the boning room where boning is done under the supervision of a veterinary officer. The meats are then wrapped, packaged and frozen at minus 17 degs. to minus 22 degs. F. The meats are inspected again before they are shipped under refrigeration to storage centers. This practice has been

MEAT BOARD MEN ATTEND CONVENTION

D. H. La Voi (left) and Howard Biggar, public relations department, National Live Stock and Meat Board, looking over the convention with Max O. Cullen (right), merchandising specialist of the Board. In cooperation with the U. S. Army, the Board staged a display of Army meals which attracted much attention.



found very satisfactory. Less shipping space is required and a variety of cuts and kinds of meat is available.

Specifications for meats should be met without difficulty, it was pointed out. Competent men are available in each of the nine corps areas to determine the fact of acceptance. Inspectors are taught a uniform standard of inspection at their Chicago school. The meat packing industry has met current problems in a fine spirit, the speaker commented.

Some Problems and Effects Connected with Freezing Meat

O. G. Hankins of the Bureau of Animal Industry discussed "Some Problems Related to the Freezing of Meat." He pointed out that the difficulty of distributing meat throughout the year is eased by freezing. Frozen meat volume increased from 161,000,000 lbs. in 1938 to 191,000,000 lbs. in 1939 and 260,000,000 lbs. in 1940. About 81 per cent of the meat frozen is pork and 17½ per cent beef. Locker plants are a rather important factor in this business, since they have a total capacity of 240,000,000 lbs. of frozen foods.

The speaker reviewed some of the studies made by those taking part in cooperative meat investigations in which the National Live Stock and Meat Board, the BAI and various experiment stations have joined. The appearance of meat is important. When pork is frozen the amount of black color increases and white decreases. Air oxidizes the colored pigment of meat to the brown methemoglobin. This change of color is more noticeable in beef.

Other color changes are brought about by the oxidation of fat or freezer burn on meat. Methods have been devised which measure these changes accurately. These studies show that lower temperatures cause a lowering in the rates of oxidation and drying.

The wholesomeness of meat is also important. One problem in this connection is trichina, which may become a real danger unless the meats are properly prepared. This parasite can be killed if pork is frozen at minus 40 degs. F. and subjected to milder temperature

not higher than those specified below for the two groups of meat. Holding temperatures are:

Temperature	Group 1 (6 in. thick)	Group 2 (6 to 27 in. thick)
	20 days	30 days
5 Degs. F.	20 days	30 days
10 Degs. F.	20 days	30 days
20 Degs. F.	6 days	12 days

Proper spacing of the pieces or packages in the freezer is necessary.

While microorganisms can grow to some extent on frozen meat, proper freezing and storage reduce their numbers. Freezing is only a supplement to sanitation.

Determination of flavor and flavor changes in meat cannot be accomplished by objective methods, but must be judged by groups if tested by individuals. Charts prepared for such use indicate that both the desirability and intensity of flavor must be recorded. Rancidity is a flavor change which is rather readily determined. It is brought out by oxidation, the action of enzymes or microorganisms. Low temperature delays its onset, but still may not keep meat desirable at 18 degs. F., or longer than 24 weeks at 0 degs. F. Pork gives more trouble than beef.

The problem of storage has been studied by a group in Russia, the Pennsylvania State College and the BAI, but results obtained are not in agreement. However, the temperatures given in the table are safe. Enzymes causing rancidity are destroyed at 158 degs. F., but fresh meats cannot be treated by this method. Some practical method is needed for destroying these enzymes.

Freezing affects the juiciness of meat, and there is always more or less drip on defrosting. Juiciness may be determined by a specially designed press or by a testing committee. Freezing may also affect tenderness and various instruments have been designed to measure this factor. Work of the Bureau has shown that freezing does increase tenderness, but part of the effect may be produced during thawing. Two freezings give greater tenderness than one freezing. In general, it may be stated that both aging and freezing increase tenderness without affecting the nutritive value of the meat.

Effect of Defense Program on Packers' Packages and Supplies

The final speaker of the session was Frank C. Raney, John Morrell & Co., who talked on "The Effect of the Defense Program on Packages and Supplies." In short, the effect has been to make it extremely difficult to procure some materials, disregarding the price angle entirely. To help meet the situation, orders should be placed far in advance of actual use and detailed shipping instructions should be ready for immediate use.

There are delays of two weeks to one month in getting priority ratings from Washington, but requests are now coming through more quickly. Meat packaging is necessary. However, not all functions of the industry receive the same rating. Thus supplies, essential repairs and general maintenance may have different ratings. A paper shortage is now beginning to bother the industry. The use of chlorine is restricted and white papers are showing up a bit blotchy.

Three things may be done to help meet the situation. First, the packer can reduce the number of small boxes; second, he can reduce the number of different calipers of boards and papers, and third, he can redesign packages and wraps.

There is no shortage of cellophane and cellophane products and none is expected. The can situation is quite different and tin containers may be hard to get next year. Demand for canned meat and meat canning facilities has increased. One way to help meet this situation is to use fewer sizes of lard pails. The export demand for wood boxes is growing.

A further step which will help meet the situation is to re-use packages. Many types can be reconditioned.

In general, the packer is finding it increasingly difficult to fill his package and supply needs.

Sales and Advertising Section

PRESIDING chairman R. H. Gifford introduced Lionel Moses of the *American Weekly* as the first speaker of the sales and advertising section meeting. Mr. Moses is a nationally recognized authority on retail advertising and merchandising.

Using Salesmen to Promote the Campaign with Dealers

About 20,000 packer salesmen make contact with meat retailers frequently. The salesmen are busy men, and their time for additional activities is limited, but they do have an opportunity to play an important part in current effort—the Institute's advertising campaign—to work with retailers to give the message of meat to consumers.

This opportunity is appreciated by packers. The fact that no more general use has been made of salesmen to inform retailers on the accomplishments and aims of Institute advertising has been due, no doubt to the limited time these men have available for such a job. "Merchandising Advertising in Retail Stores," by Mr. Moses, offered some good suggestions for using meat salesmen to promote meat and the campaign.

One way this promotion can be done effectively, in view of all conditions, is by a leaflet which tells the story of the campaign and its possibilities concisely and completely. The fact that the retailer will gain more customers and make greater profits by cooperating should be stressed, and the retailer's part in obtaining these benefits should be clearly stated, Mr. Moses said.

The speaker made it clear, however, that the leaflet could not do the job of merchandising advertising by itself. The salesman must also sell the campaign when the leaflet is given to the

retailer. Only a few seconds, and certainly less than a minute of the salesman's time, should suffice to do an efficient merchandising job, said Mr. Moses.

This method of merchandising advertising has been used in other industries with good results. The meat industry's job is no more difficult than those which have confronted many other organizations with similar problems, the speaker said.

Opportunities for Improving the Meat Industry's Selling

The meat salesman is a busy man. He spends long hours on his territory but, chairman R. H. Gifford pointed out, only one-third of his time is spent actually selling meat. The remainder of his effort is expended in getting from one customer to another, parking his car, collecting accounts and waiting in stores to talk to his customers. Selling is an activity in which there is a possibility of increasing efficiency, and Benjamin Wood of the Tea Bureau, who discussed "Opportunities for Improved Selling in the Meat Industry," had an attentive audience.

Mr. Wood's remarks dealt with selling in general. In his discussion he explained many selling and merchandising fundamentals and pointed out the manner in which individual packers and the industry can tie in effectively with the American Meat Institute's advertising campaign.

There are, the speaker said, only three ways to sell any article or commodity—by advertising, personal contact and demonstrations and displays. Meat can be sold by any one of these methods, but can be moved more easily by a combination of all.

Cooperative merchandising and association advertising, as exemplified by the current campaign of the Institute, are always more effective than like efforts carried on by any individual. While a great many people may like a product, such as ham, only a relatively small percentage of the buying group will prefer any particular brand of ham. The results obtained by advertising ham in general, therefore, will be many times greater than can be achieved by one packer selling a particular brand of ham.

Once a customer has been sold on ham, however, the individual's job of selling her on a particular brand becomes more simple. The fact that the Institute's campaign is not only increasing meat knowledge and consumption, but is also aiding individual packers in their advertising and merchandising, are good reasons, it was pointed out, for every member to lend a hand in promoting the general effort.

Vitamin information in advertising is important, for example, and should be given, but is not sufficient to tell the story. All other scientific facts regarding meat in the diet should also be used and the value which can be secured from news items and current events should not be overlooked. The packer



THEY SPOKE ON SALES AND MERCHANDISING

Presiding chairman R. H. Gifford (right) with speakers (left to right) Lionel Moses, *American Weekly*; Benjamin Wood, the Tea Bureau; Andrew Duncan, Leo Burnett, Inc., and G. E. Riddell, American Meat Institute.

who is sales-minded will work out his own particular slants to tie in most effectively with the Institute campaign.

Meat's Growing Importance In the Retail Food Store

Everyone present at the sales and advertising section meeting probably knew that meat is playing an increasingly important role in food stores, but unless he were a keen student of the situation he may have been surprised to learn how necessary a meat department is for successful food store operation.

Andrew Duncan of Leo Burnett Co., Inc., discussed the importance of meat in food stores, and drew many interesting meat facts from his fund of knowledge of food merchandising. For example: In one large store, 31 per cent of the net profits are made by the meat department, which also accounts for 37 per cent of the store's volume. In another, the meat department returns a gross profit of 25 per cent compared with an average gross of 16 per cent on all other items carried.

These results are typical and are being obtained despite the fact that the meat departments are being given a relatively small percentage of the space devoted to food advertising. The meat departments, which are bringing in an average of 25 to 35 per cent of the stores' sales volume, are getting an average of only 19 per cent of the advertising space. At least 25 per cent of the space should be given to the meat department, the speaker said.

In referring to the Institute's advertising campaign, Mr. Duncan pointed out that the housewife's increasing knowledge of meat's qualities is aiding in the development of a greater appreciation of the value of meat in the well-balanced diet, and is helping to bring about food habit changes which have exerted important influence on food store methods.

Social changes and a growing average consumer income are also factors which tend to bring meat into a position where it is the support for all food sold under one roof. Today, if the retailer can induce housewives to patronize his meat department, he can be

reasonably sure that they will also purchase their other food needs in his store.

The meat department can build consumer confidence in a retail food store, bring in greater volume and provide the retailer with a rapid turnover. These facts, the speaker said, indicate that the meat department will get more "merchandising breaks" and that meats will become a more important factor in influencing store merchandising and advertising. The final effect will be, Mr. Duncan predicted, that there will be more meat to sell and more combination stores will be selling meat.

Results and Future Plans in the Institute's Ad Campaign

G. E. Riddell of the Institute staff discussed "The Educational Program and 1942 Meat Sales." He explained the purposes of the Institute advertising campaign, the effort being made during the past year to put meat facts before the public, accomplishments to date and some of the plans for the future.

The campaign and its results have been described many times, but the story never seems to lose interest for packers, perhaps because the entire campaign has been so outstanding, has received such widespread recognition from professional and consumer groups and is accomplishing such worthwhile results for the meat industry.

Thirty-five per cent of the women of the country, the speaker said, have seen Institute meat advertising or know about the campaign. More than 57 per cent of housewives have seen the B. vitamin chart. Retailers have also been inspired to do a better advertising and merchandising job. Less emphasis is being placed on price, and more on nutrition and health, and retail meat advertising space is increasing more rapidly than space devoted to food advertising in general.

It is planned to reach consumers in 1942 with no less than 998,676,072 messages on meat. Some of the advertisements planned for the coming year were shown. These place emphasis on thrift. Billboards will be used for the first time during the coming year.

SERVICE WITH A SMILE

Miss Grace Haskins (left) and Miss Eleanor Machat of The National Provisioner staff teamed up harmoniously to expedite the diverse activities radiating from the N. P. desk in the lobby. What with handling business calls, subscriptions and market queries, as well as writing letters and assisting in the scheduling of hospitality and exhibit photographs, the girls managed to keep busy.



Accounting Section

THREE timely and interesting talks relating to accounting, taxes and meat packers' fiscal policy were heard by an exceedingly large group in the accounting section meeting, held on the morning of October 3 in the Tower room at the Drake.

Discussions by the three speakers were technical, terse and pointed and the whole program moved briskly under the chairmanship of G. M. Pelton of Swift & Company. Accountants and financially-minded meat packers found plenty of information and some suggestive lines of thought in the talks.

John H. Moninger of the American Meat Institute opened the program with a brief review of the reasons for the meat industry general advertising program, its aims and its accomplishments. He pointed out that all meat industry personnel, whether or not immediately connected with merchandising and selling, should support the campaign in every possible way.

The first scheduled speaker was Edward H. McDermott of McDermott, Will and Emery, an expert in the field of tax law.

Many New Taxes Levied in the Second Revenue Act of 1941

Explaining that the new Revenue Act of 1941 is now a part of the federal revenue code, Mr. McDermott stated that it is expected to add \$3,500,000,000 to U. S. revenue and bring federal income up to \$13,000,000,000; expenditures in the fiscal year ended June 30, 1942 will total \$26,000,000,000.

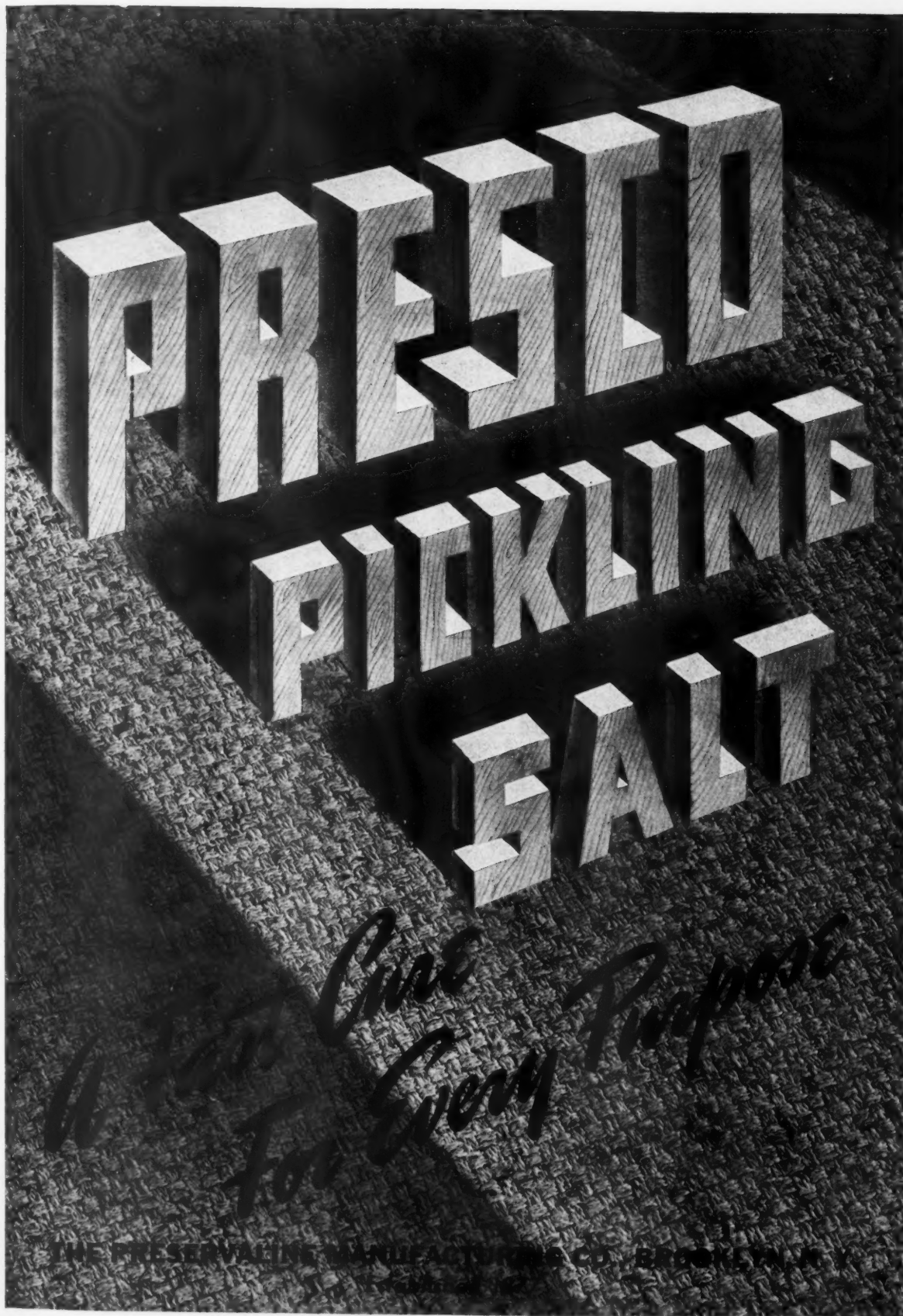
While designed to raise revenue, the new act may have another objective—checking inflationary tendencies by siphoning off consumer purchasing power which might otherwise compete with defense demand.

The second 1941 act, said Mr. McDermott, places burdens on:

1. Individuals.—Normal rate is still 4 per cent but base has been broadened by reducing exemptions (from \$2,000 to \$1,500 for heads of families, \$800 to \$750 for single persons). Surtax rates have been increased and surtax reaches into lower brackets. A simplified schedule for small incomes has been adopted by the Treasury.

2. Corporations.—Normal tax rate under act is 24 per cent; somewhat lower rates apply to corporate incomes under \$38,461. Corporation defense tax has been combined with normal tax. A new corporation surtax has been applied at 6 per cent on the first \$25,000 of surtax net income (includes interest on partially-exempt federal securities) and 7 per cent on excess.

Rates of corporation excess profits tax have been raised by 10 percentage points in each bracket. Excess profits tax is deducted in determining income subject to normal and surtax, but income tax is not to be deducted in base



period or current year in calculating income for excess profits levy. Credit for invested capital up to \$5,000,000 is now 8 per cent; over \$5,000,000 is 7 per cent. Mr. McDermott pointed out that the provision on new equity capital is important—125 per cent of new capital is includible in invested capital. Any excess profits tax carryover for 1940 must be recalculated on basis of the 1941 law.

Under the capital stock tax and declared value excess profits tax the rate has been increased to \$1.25 per \$1,000 of declared value and any value may be declared.

The second revenue act of 1941 included no provisions bearing on the last-in, first-out inventory system.

In closing Mr. McDermott told his audience that further tax legislation may be enacted in 1941—along such lines as restriction of profits and increases in social security rates.

Profitable Operation is the Meat Packer's Obligation

Introducing himself as an executive who had learned to use the data furnished him by his accountants and cost system, Albert Luer of the Luer Packing Co., Los Angeles, told his audience that the meat packing industry must streamline its practices. It is the packer's obligation to the livestock producer and the consumer, he said, to operate efficiently.

Relating the experience of his firm, Mr. Luer said it had started out with

TALKED TO ACCOUNTANTS' SECTION

Principals at the accounting section meeting (left to right): W. J. Arnold, Pure Oil Co.; G. M. Pelton of Swift & Company, presiding chairman; Albert Luer, Luer Packing Co., and Edward H. McDermott, Will and Emery. The meeting was held on the morning of October 3.



a single accounting system, but was practically forced to departmentalize when the company had to develop data in connection with the processing tax. The firm has made the greatest progress during the years when its management has had to "live with figures."

The cost accounting system can be cut to fit the packer's needs, said Mr. Luer, and stated that his firm had worked out its own system. In doing so, it was necessary to bring in the viewpoints of livestock buyers, plant superintendent, production man, sales manager and accountant.

Stressing the value of a departmental system, Mr. Luer outlined some of the ways in which cost figures had helped the different departments to coordinate their activities:

- 1) Livestock buyer must also be a salesman in that he must buy against prevailing product values;
- 2) Plant superintendent needs guidance in maintaining efficiency at pre-determined levels;
- 3) Production and technical branches need informative figures to coordinate buying, processing and selling;
- 4) Sales manager must know proper costs in order to establish sound sales programs.

In an effort to urge salesmen to recover costs, company officials call the salesmen together; set down on a blackboard the cost of hogs, plus processing expense, plus transportation,

etc. The company shows the salesmen how much must be obtained for the meat in order to make a profit; then sends them out to sell it on that basis.

The controller, said Mr. Luer, can make departmental cost accounting effective. He must know the figure needs of the departments and must analyze statements and reports. He must supply current information on costs, selling prices and margins to the sales and other departments of the company.

Need for a good departmental cost system is becoming more imperative, Mr. Luer concluded, since costs are rising and must be allocated properly over operations. He emphasized that net profit can be increased through greater use of a departmental system.

How Last-In, First-Out Method of Inventory Valuation Works

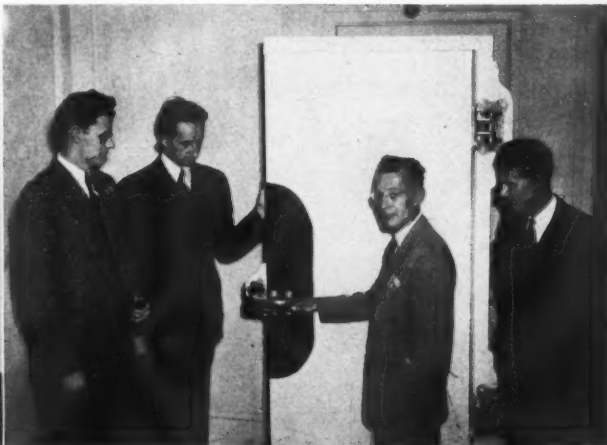
W. J. Arnold of the Pure Oil Co., speaking on "The Last-In, First-Out Method of Inventory Valuation," told how his firm and other oil companies had adopted the system as a desirable fiscal policy rather than for tax purposes. He explained that the term does not necessarily describe actual movement of inventory.

The primary purpose of the system, said he, is to reflect current costs against current sales, i. e., goods sold are costed on a replacement basis. Its use also eliminates the reflection of

PACKERS EMPLOY THEIR PRODUCTS

LEFT.—In front row (left to right) are Mrs. A. M. Kasten, president of the Afral Corp.; H. H. Hameister, president of Kent Provision Co., Kent, O., and Mrs. Hameister. Standing (left to right) are R. W. Morris, Earl Giles and B. Kovner of the Afral Corp. Mr. Kovner is secretary of the company.

RIGHT.—Convention lineup of Met-L-Wood Corp., Chicago (left to right): D. O. Williams, Amon Kennedy, W. A. Stone and K. W. Rutledge.



large current inventory losses and profits in the income account and lessens the influence of wide price fluctuations. Inventory pricing in the oil industry is simplified under last-in, first-out.

In the Pure Oil Co. the products are grouped into about eight classifications. Each is priced as a single commodity.

A basic inventory (quantity) and basic inventory values are set up and frozen at cost prices when the system is established. Additions to inventory during the year are priced on a basis of current costs for the year to date. The basic inventory is adjusted at the end of each year in such a manner that the quantity and value reflect in some degree the long-term trend.

Advantages of the last-in, first-out system, as cited by Mr. Arnold, include: 1) Minimizes effect of inventory values on profits; 2) Reduces income tax load since tax is not paid on "unrealized" profits; 3) Stabilizes earnings; 4) Tends to eliminate difficulty of explaining profit fluctuations to operating executives; 5) If applied on company-wide basis it can simplify inventory pricing and minimize effect of errors; 6) Permits more truly representative reporting to stockholders and public.

Businesses to which the system can best be applied are: 1) Those with products of stable utility; 2) Companies with large stocks where obsolescence is immaterial; 3) Firms which can replace inventory items with products of equal utility.

Mr. Arnold advised that when the carrying value of inventory is greater than market, value should not be reduced. He pointed out that adoption of the system should be considered immediately, in order to obtain tax benefits and minimize the effect of price instability in the next few years.

He stated he could see no reason why the system could not be adopted by meat packing companies.

At the conclusion of Mr. Arnold's talk, G. M. Pelton, presiding chairman, told of the consideration of last-in, first-out by the Institute's accounting committee. He reiterated its general recommendation that individual companies give the system a thorough examination very soon.

Engineering and Construction

PAPERS planned to give practical information helpful in solving packinghouse operating and cost problems attracted what appears to have been a record-breaking attendance of engineers, architects, master mechanics and practical operating men to the one meeting held by the engineering and construction section.

Boiler operation, a new hog chilling method, fluorescent lighting and priorities were discussed. H. Peter Henschien of Henschien, Evers and Crombie, packinghouse architects and engineers, Chicago, was program chairman. Allen McKenzie, chief engineer of Wilson & Co., who has for years been presiding chairman of these meetings, officiated in his usual efficient manner.

Increasing Power Production with Present Boiler Facilities

How to get the best service from the steam generator and produce steam at the lowest cost, and particularly, how to increase steam production with present boiler equipment, were discussed by R. S. Hawley of the University of Michigan. This talk, coming at a time when many packers are giving serious thought to their boiler rooms and when steam generators are difficult to obtain, was particularly helpful to technical men and operating engineers. It doubtless was an inspiration to many executives who have been worrying about the steam supply for their plants in view of expected increase in livestock supplies next year and increasing heat demands from slaughtering and processing departments.

Fuel, air and water, the speaker explained, are the raw materials from which steam is produced. The character of the equipment installed, and the manner in which the raw materials of the boiler room are used, determine the amount of steam generated and the cost of steam production. The characteristics and properties of coal and water, purchasing and using coal, conditioning water for boiler purposes and the effi-

cient operation of the boiler were explained in considerable detail in non-technical language.

Selection of the proper fuel for specific steam plant conditions is of much importance from the standpoints of boiler efficiency and steam production cost. The speaker dwelt at considerable length on improved methods of selecting and purchasing fuel. Cost of the coal at the mine, B.t.u. content, moisture content, sulphur content, fusing point of the ash, size and uniformity, reliability of the source of supply, ash content and other characteristics were discussed. The change from a low to a high grade fuel is one method of increasing boiler output, the speaker said, and he advised that the services of coal producers be utilized to obtain the type of coal best suited to conditions if technical advice is not available within a packer's organization.

It is important to give consideration to uniformity of coal size if the fuel is fed into the furnace with stokers, Mr. Hawley said, and much care must be exercised in handling and storing coal to prevent considerable separation of fine and coarser particles. The desirable characteristics of coal which is to be burned in powdered form, and the difficulties often experienced with powdering equipment, were explained and discussed.

Proper proportioning of the volume of air admitted into the furnace to the amount of coal being burned is essential for high efficiency. Various instruments, including automatic controls, and temperature and CO₂ recorders, are available to aid the operator burn coal most efficiently. However, these instruments lose their value if they are not used, or if the information they supply is not utilized for intelligent supervision and control of boiler room operations.

The speaker cited a number of instances in which boiler rooms have failed to function at greatest possible efficiency because the facilities for maintaining proper operating conditions have not been used. He urged his audience to equip boilers with proper and suitable auxiliaries, including soot blowers, and to use them to keep steam costs low.

Waste of heat in any form in processing operations is one reason for high boiler room expense. All sources of waste should be searched out and stopped.

Many other suggestions for preventing steam waste, reducing steam generating costs and getting more service from boilers were discussed, including boiler water conditioning and load balancing in the plant.

First Results of Tests on New Six-Hour Chill for Hogs

One of the section meeting addresses which had been anticipated with a great deal of interest by packers, engineers and operating men was "Protection and Yield Aspects of Six-Hour Hog Chill,"



LAYING DOWN THE LAW

At least that's what Jack Haug, western representative, Van Loan & Co., appears to be doing in this conversation with J. M. Weyer (left), president of Van Loan, and Albert A. Gillings, metropolitan district representative. However, judging from the expressions, it's all in the nature of good, clean fun, and no one's feelings appear likely to suffer any damage.

by C. I. Elliott of the Carrier Corporation.

It was known throughout the industry that tests and experiments were being conducted on a radically new method of chilling hogs in a meat plant, but little information on the method or the results had been released. There were rumors that a new fundamental principle was being used and that results were sensational, both in the matter of the time required to perform the chilling operation and the effects on product and yields.

The new method is more or less in the experimental stage, and the speaker was unable to give the meeting as many details as will be available later. However, he did give enough information to enable everyone present to understand the principles employed, the type of equipment used in the test installation and enough results so that some opinions could be formed on the practicability of the process and its desirability for general use.

Basically, Mr. Elliott suggested that the packing industry get away from the 18- to 24-hour process chill and do the work in six hours. This would mean that all cuts would be in process or ready for shipment six hours after leaving the dressing chain.

In order to do this chilling temperatures must be lowered to 22 to 24 degs. F. and air velocity over the carcass surface pushed up to 1,000 ft. per minute. This is done by moving the hogs under high-velocity nozzles. The air is blown downward.

Surface protection can be obtained by coating the carcass with an osmotic barrier to prevent evaporation of moisture and stop hardening of carcass surface. This conserves yield and prevents discoloration, since air is prevented from coming in contact with the true hog surface.

Mr. Elliott pointed out that since the work has been done experimentally, most of the data must be withheld until the process has been reduced to commercial practice.

Mr. Elliott said further that the indications were that:

1. More rapid chilling produces equal or better meat.
2. Salt use in conditioning apparatus is reduced almost to the vanishing point.
3. Cooler maintenance is materially reduced.
4. Hogs may be killed and cut the same day.
5. Less cooler space is needed.
6. Quick chill is applicable to product other than hog carcasses.

Packers Told How to Utilize Defense Priorities Setup

Few subjects hold more interest for the packer than priorities. Many looked forward to obtaining information from the talk of Warren G. Bailey, Chicago office, Priorities Field Service of the OPM.

Mr. Bailey made it clear at the start that businessmen should understand the need for priorities, the methods by which they are being applied and what to do about them. The OPM, it was stated, is not responsible for shortages of vital materials and has the task of helping essential industries obtain necessary supplies and materials. For this purpose it has set up procedures which the speaker explained in considerable detail.

He also made it clear that packers in the territory served by his office would receive all possible cooperation in the task of preparing the forms required to obtain needed equipment and supplies, other priorities field service offices also desire to be of the greatest assistance to all businessmen who have to deal with the Office of Production Management.

In closing Mr. Bailey pointed out that businessmen should take advantage of every opportunity to meet a trying situation, and he urged that everyone exercise patience, cooperate and accept inconveniences cheerfully for the common cause.

Application of Fluorescent Lighting in the Meat Plant

Fluorescent lighting is being applied very generally and is being used in various ways to achieve efficient and novel lighting results. Despite this, however, many features of fluorescent lamps and methods of using them are not understood, particularly the selection of those lamps required to give natural color tones. The discussion of fluorescent lighting by T. C. Frerichs of the Federal Electric Co., Inc., was very helpful, therefore, to engineers and merchandising men in the meat packing industry.

The speaker explained the two types of fluorescent lamps—hot cathode and cold cathode—and described their characteristics. He told how various colors and light tones are obtained, illustrating his remarks with lamp and color combinations. White and gold lamps, he said, are the best combination for meat show cases and coolers because leans and fats show up to the best advantage when they are displayed under them.

This combination of lamps was used in the showcases of the National Livestock and Meat Board at the last International Livestock Exposition and was unquestionably a factor in arousing much favorable comment on the much favorable comment on the part of those viewing the display, the speaker said.

A great deal of additional information on lighting showcases and coolers was given by the speaker, and many installations of fluorescent lighting were projected in colors. Among the promising developments which can be applied to meat plant coolers, the speaker said, is a combination of porcelain enameled walls and indirect fluorescent lighting.

Live Stock Section

ATENDANCE at this year's livestock section was so great that it strained the capacity of the meeting place in the Club International room at the Drake. This section meeting is becoming more popular every year as packer livestock buyers and executives, producers, retail representatives and others find it a useful occasion for exchanging opinions and discussing some of their joint problems.

Packers attending the meeting were given a cross section of producer opinion and developments, as well as learning the views of meat retailers. Next year will be a big one for the livestock and meat industry with cattle and hog marketings expected to set new records.

Presiding chairman G. B. Thorne guided the formal program and worked in several informal discussions by prominent figures in the fields of meat retailing and promotion.

Meat Educational Program Has Value for Livestock Producers

John H. Moninger, American Meat Institute, led off with an analysis of the "Importance of the Meat Educational Program to the Livestock Producer." The program is aimed, he said, at making meat, the product of 6,000,000 farmers and livestock producers, more sought after. The market for meat must be brought back and consumption increased again toward the 163 lbs. per capita eaten in 1908 from the 141-lb. per capita level of 1940.

Citing the reasons why people eat less meat, as uncovered by Institute-sponsored surveys, Mr. Moninger said that the campaign was planned to meet and overcome these prejudices.

He said that the industry was greatly pleased with the cooperation given by producers when they became acquainted with the purpose and need for the campaign, and that even greater cooperation is expected. Two new billboard posters were shown—"Meat is Good Red Blood Builder" and "Meat is a Good Source of Vitamin B."

Recent Developments in Lamb Feeding in Midwestern Area

J. C. Petersen of the Iowa Lamb Feeders Association was introduced as one of the prominent lamb feeders of the Corn Belt. He spoke on "New Developments in Midwestern Lamb Feeding."

The grain producing Midwest is a natural place to feed lambs, Mr. Petersen pointed out. In the old days the Corn Belt did not finish its lambs, shipping few slaughter lambs but many half-finished ones. The AAA program has encouraged Corn Belt feeding and the additional roughage available has brought about good demand for feeders.

Iowa gets lambs at all seasons and turns them out the year round, said Mr.

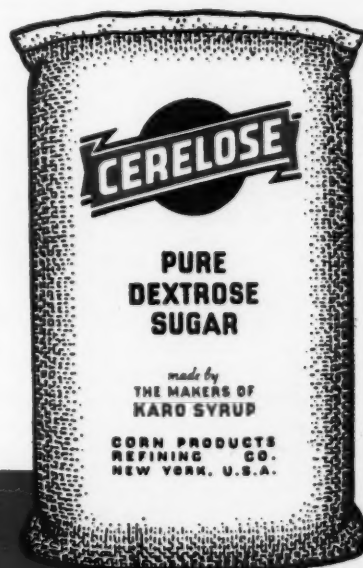
DEXTROSE

helps develop and protect

COLOR in MEAT



In fresh sausage pure Dextrose sugar protects the desired color. In all kinds of sausage Dextrose helps to develop that good color. Many meat packers are enthusiastic in their praise of Dextrose. They recognize that this pure sugar is an aid in the fixation of color, so important in good meats. They also appreciate its economy. For information write:



CORN PRODUCTS SALES COMPANY

333 NORTH MICHIGAN AVENUE • CHICAGO, ILL.

Petersen. Many are fed to heavy weights and are well-finished. The proportion of native lambs in Iowa is rising. He advised packers to expect heavier, better-finished lambs during the near future and said that many wool-type lambs will be received.

Mr. Petersen urged packers to pay more for higher grade lambs and less for poorer ones, rather than applying the "average" principle. He pointed out that some feeders are now selling on the basis of grade and test.

Elijah States Current Views of a Corn Belt Hog Producer

Voicing "A Corn Belt Producer's Current Viewpoint," Earl Elijah of the Iowa Swine Producers Association stated that hog producers are now in a good position and will do their share in meeting domestic needs and the requirements of Britain. When the war is over they will be ready to help feed the world.

The farmer must get his share on any inflationary joy ride, he added.

There is a growing realization, the speaker said, of the inter-relationship of all parts of the meat industry—packers and retailers. He commended the Institute meat advertising campaign and the Institute's work on lard standards, expressing the hope that lard quality will not be lowered now that it is on a sales "easy street."

Continuing his discussion of lard, he stated that the Iowa Swine Producers Association hopes to see lard's competitive position strengthened. He urged that the ideal type of hog should not be forgotten now that lard is in a better position and the heavier hog is given a higher value.

Warning that more substantial premiums are needed for the most acceptable types of hogs, and that packers buy too much on the "mine-run" basis, Mr. Elijah pointed out that producers may some day demand rail grading. Lack of definite grade standards is a fundamental difficulty.

Some practices of interior markets and packers should be corrected without handicapping them, the speaker declared. More definite interior market information is badly needed. Although expressing some doubt as to the value of legislation, buyer competition in the livestock field should be kept as free and brisk as possible, he said.

Cattle Feeding Picture Now Showing Significant Trends

William J. Breakenridge, Corn Belt cattle feeder, told the section meeting that while the business of beef production is vital, prices are very unstable. He commented that it is a wonder that so many stay in the business.

Under old methods, said Mr. Breakenridge, the feeder paid little attention to feed values, but, after raising his feed, automatically began to turn it into beef in the fall and winter.

Many changes have taken place in



A PACKER-PRODUCER-RETAILER SEXTETTE

Participants in the livestock section meeting (left to right): John H. Moninger, American Meat Institute; J. C. Petersen, Iowa Lamb Feeders Association; William J. Breakenridge, Corn Belt cattle feeder; G. B. Thorne of Wilson & Co., presiding chairman; Earl Elijah, Iowa Swine Producers Association, and T. A. Connors, Great Atlantic & Pacific Tea Co.

beef feeding in the last ten years, said Mr. Breakenridge, and it is now necessary to watch overhead closely. The Midwest is less important as a source of beef and the Southwest is growing in importance. Production and feeding there have been fostered by adoption of silos, better practices and diversification. The packing industry, said he, may find it desirable to move southwestward in the future.

With the AAA program encouraging production of roughage, Mr. Breakenridge pointed out that too little attention had been devoted to grass improvement. Research is needed to find out why some grasses produce good beef and others do not; growing of the former type of grasses should be encouraged.

Relating some of his own experience, the speaker said he had been able to produce 3 lbs. per day gain on grass. He stated that although he has cut his feeding costs through careful management, some operations are still unprofitable.

He warned packers to expect more grass-fed beef in the future, and urged that steps be taken to overcome the discrimination against beef with yellow fat.

Connors Emphasizes Economic Deterrent to Meat Consumption

T. A. Connors of the Great Atlantic & Pacific Tea Co. brought out the realistic viewpoint of the man who makes the final meat sale—the retailer—in his talk. The answer to meat industry problems lies in a mutual approach and cooperation, he pointed out.

Praising the Institute advertising campaign, Mr. Connors said he believed that the economic reason on the list of deterrents to meat consumption was the most important. People will buy and eat meat if they are able to do so, declared Mr. Connors.

Although admitting that the retailer is happy in an active market when meat prices are rising, the chain store meat expert said the dealer bears the brunt of the housewife's wrath when prices go beyond her purchasing ability.

Mr. Connors declared that meat is always in demand; the problem is one of price adjustment.

Pointing out that Argentinians and Australians do not like meat better than Americans, but eat more because it is cheaper, he defended home economists who fail in the attempt to fit significant quantities of meat into economy budgets. It is not that they do not wish to use meat, said Mr. Connors, it is just that they can't get it in. He advised doubters to try it.

Mr. Connors cited numerous instances to prove that size of cut and price are very important factors in modern meat merchandising. Housewives operating on a limited budget want roasts, butts, etc., but want light ones from light animals; they cannot afford to use the heavier cuts.

He declared that most hams are sold in halves rather than whole; ½ butts move much better than ¾; picnics sell much more readily at a low price than a higher one; light hen turkeys now bring a premium over heavier toms.

Mr. Connors suggested that a committee representing the four factors involved in meat production-consumption—producers, packers, dealers and consumers—be set up to watch for storm signals and to pass on information to producers so they can adjust their volume and type of production to fit the market.

Following Mr. Connor's talk there were brief comments by R. W. Doe of Safeway Stores; E. N. Wentworth of Armour and Company; Harry Williams of Wilson & Co. and R. C. Pollock of the National Live Stock and Meat Board.

Sausage Division

H. A. ARMSTRONG of the Institute staff opened the sausage division meeting and presented George M. Lewis, also of the Institute, who gave an interesting talk on the "Outlook for Meat supplies in 1942." This outlook is somewhat more uncertain than in recent years and it is difficult to make predictions with accuracy.

Lewis Reports Livestock Kill Will Be Large During 1942

The number of hogs on farms will probably increase during 1941-42. Marketings during October, November and December of last year were the largest on record for that period, and were followed by a marked decrease in later months. Early marketings this coming year will probably run below last year, while later marketings are likely to run above the similar period in the year just ended. Total marketings for the year will probably be higher.

Cattle numbers have been expanding continuously since 1938 and probably will continue to increase for the next three or four years. Inspected kill in 1941 will be about 10% million head and next year may be near 11% million, in which case the total will be the largest ever slaughtered under federal inspection. Calf marketings are expected to increase slightly. The supply of lambs will probably rise.

Total meat supplies in the current meat packing year will exceed those of the preceding two years and of the 1929-33 five-year average. There will be a small increase in the next fiscal year, but there will also be greater demand for export. Less pork will be available for domestic use but there will be more beef.

Sausage production for 1941 has been above the level of recent years and is the greatest on record.

Special Apparatus Devised For Sausage Smoking Tests

Jay Bowman of the Institute staff discussed "Why Do We Smoke Sausage?" While smoke was originally used with spices to help keep meat in the absence of refrigeration, it is now used to satisfy consumer tastes which are historical rather than scientific. The preservative effect is now of less importance because of refrigeration and quick product turnover.

Mr. Bowman described his work with an experimental, all Pyrex glass smokehouse which permits positive control of all conditions of temperature, humidity and smoke. Work with this apparatus will help increase knowledge on smoking operations, including such factors as smoke penetration, drying, retention of moisture, melting of the fat, imparting flavor and cooking meat—the seemingly contradictory reactions, all performed at the same time by smoking.



LINED UP FOR THE SAUSAGE DIVISION MEETING

Sausage meeting speakers in the front row (left to right) Dr. A. R. Miller, U. S. Bureau of Animal Industry; E. P. Goehle, H. H. Meyer Packing Co.; Walter Seiler of Karl Seiler & Sons, presiding chairman, and F. R. Baird, Armour and Company. Second row (left to right) Jay Bowman, W. R. Kinnaid and George M. Lewis, all of the American Meat Institute.

In other words, as Mr. Bowman outlined it, this research is intended to determine exactly what effects are desired in smoking, what action produces these effects, and how much smoke, under what conditions, will bring about these results.

The apparatus and some of the determinations already made were described in considerable detail.

Systematic Truck Maintenance and Control is Vital Today

Walter Seiler took the chair at this point in the proceedings. He introduced E. P. Goehle of the H. H. Meyer Packing Co., who described his company's experience with truck fleet operation and maintenance. Mr. Goehle stated that under today's conditions it is important to conserve present trucks, trailers and automobiles through adequate maintenance and control in their operation. This company has standardized its vehicles for operation economy. The oldest units of the fleet are about eight years old and seven units are replaced each year. Thus proper comparisons of operating costs can be made on the several units bought in any one year.

Cars are stored in four separate garages as a safety measure in case of fire. Accident cards are kept on each truck, and a report turned in on all accidents, with names of witnesses. Safety lessons and posters are used. Fire extinguishers, flares and flags are standard equipment. Operation, service and repair records are kept and summarized in periodic reports. The garage manager issues all orders for parts, but on major purchases consults the purchasing agent. The fleet is kept in a proper state of repair without waiting for failures to occur.

Preventative maintenance has been inaugurated and a complete overhaul is performed on all units, including those in heavy duty type A service, once every seven or eight weeks. The units are waxed and polished twice a year and decals are revarnished. Safety lane tests must be passed by all units.

The preventative maintenance system, installed in October, 1937, was costly the first year, but since then has brought about a reduction in operating cost of about ¼¢ per mile. Road service calls have been almost eliminated and gasoline consumption per mile has been reduced.

Oil filters have been installed on all units and the life of each oil filling has increased from about 1,500 miles to 8,000 miles. Oil is reclaimed and used for servicing heavy slow-speed trucks.

Mr. Goehle believes it may soon be difficult to obtain major repair parts. To help meet this situation the processor should use preventative measures and give better care to his fleet.

Specific Points in New BAI

Labeling Rules are Clarified

Dr. A. R. Miller of the U. S. Bureau of Animal Industry discussed "Labeling Requirements for Meat Products Under the Federal Meat Inspection Act." The historical background of the federal meat inspection law and regulations was reviewed; in this connection Dr. Miller pointed out that older regulations requiring stamping or branding of sausage to show inspection, the addition of cereal or dried skim milk, or to identify "imitation" sausage, etc., remain in effect.

The new regulations require in addition that ingredients must be declared

by branding, stamping or printing, or by firmly attached tags, bands or tied-in fabric flaps. Band labels and tied-in fabric strips are regarded as labels and should incorporate name of product, ingredient statement, firm name and address and the inspection legend. A tag may be used to show the ingredients, but this statement must be completed with name of product and firm name and address. Other material is to be printed on the tag.

The terms "frankfurter" and "bologna" are considered sufficiently descriptive, but this is not the case with luncheon meat; use of "luncheon sausage" is permitted. The name of the product is a separate and distinct item from the list of ingredients and each is independent of the other. The declaration of ingredients must be given in the descending order of the proportion used. Branding and marking equipment should be chosen to take care of ingredient changes which occur from time to time. The firm name and address must be given on the label; it may be that of the packer, manufacturer or distributor.

When special items are placed in containers with a packing substance, the substance must be declared in connection with the name of the product; for example, "cocktail sausage packed in brine" or "packed in water" or "vinegar." In such cases, the quantity declaration should be the drained weight of the product, such as "Net weight, 1 lb."

Solid packs may include cooked-out fat and liquid, and here the qualification "with juice" should be used and the quantity indicated. For example, "contents 1 lb.," but not "net weight 1 lb."

At the close of his talk Dr. Miller answered a number of questions from the audience and cleared up several points in regard to the regulations.

Mr. Baird of Armour and Company, a member of the Institute committee on labeling, was asked to say a few words about labeling requirements for intrastate products. The states have rights within their own confines, he said, but regulations based on these rights may be very burdensome if they are not in general conformity with



PATRIOTIC THEME FOR NATURAL CASINGS EXHIBIT

Emphasizing the virtues of natural casings, the natural casings display came up to its usual high standard. Shown atop case in photo are the 25 stuffed beef bladders on which visitors submitted weight estimates.

those of the BAI and other states. The Institute's sub-committee on food laws recommends uniformity when new regulations or revisions are under consideration.

Detailed descriptions issued by the BAI have simplified the work of the committee. The 1938 federal Food, Drug and Cosmetic Act has stimulated some sixteen states to adopt similar laws; most of these are following federal labeling regulations. Other states are endeavoring to inaugurate similar labeling requirements under existing laws. It is important, of course, that there be uniformity in such regulations.

Promotional Aid Given Sausage In Meat Educational Program

The final talk before the sausage division was given by W. R. Kinnaird of the Institute staff on "Sausage and the Meat Educational Program." He pointed out that the volume of sausage consumed was about 12 per cent of all meat eaten. Meat can be and is eaten three times a day, a sales opportunity

enjoyed by few other items. A number of foods are used at one or two meals each day; bread and other bakery products appear to be the only foods which can equal meat's three chances per day. Any manufacturer would like this kind of a market.

Mr. Kinnaird reviewed the Roper study on consumer attitudes. This showed that meat was used on the average only 1.4 times daily, and that breakfast and the noon meals are largely uncultivated areas. These meals are "a natural" for sausage. A big opportunity exists in the possibility of 130,000,000 consumers using sausage or other meats three times daily.

A recent article in *Life* magazine analyzed the typical housewife. She does not use meat at noon because she wants to save time and money. She is a short order cook at lunch, but sausage could fill her needs admirably.

The meat educational program is doing much for sausage. Nine out of the 41 ads which have appeared have dealt exclusively with sausage, and emphasis has been placed on sausage in other ads. Some of these ads have answered the question of meat's expensiveness. Sausage furnishes one of the best answers to this question. It is easy to prepare and cook, or is ready-to-serve.

The advertisements used and those planned for the coming months are aimed at the solution of certain problems.

Sausage has caused packers some headaches for there have been good and bad products, although the former kind has been more common than the latter. Any bad name which sausage may have acquired is being wiped out. The seal of acceptance of the council on foods and nutrition of the American Medical Association on the Institute's sausage ads constitutes both approval and a challenge.



SEASONING MEN CONFER

Aromix Corporation of Chicago was well represented at its convention hospitality headquarters in the Knickerbocker hotel by (left to right) A. F. Zavodsky, chief chemist; Roy Waite and Julius Lipton, president. Aromix products were on display in the firm's headquarters.

A new booklet for LARD producers:
practical... timely... helpful!

Send for your **FREE** copy

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GREATER
STABILITY

EXTRA-SMOOTH
TEXTURE

WHITER,
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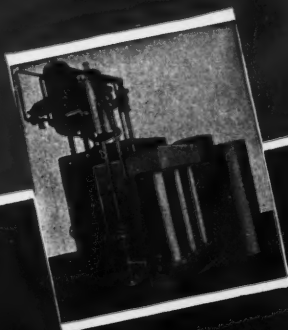
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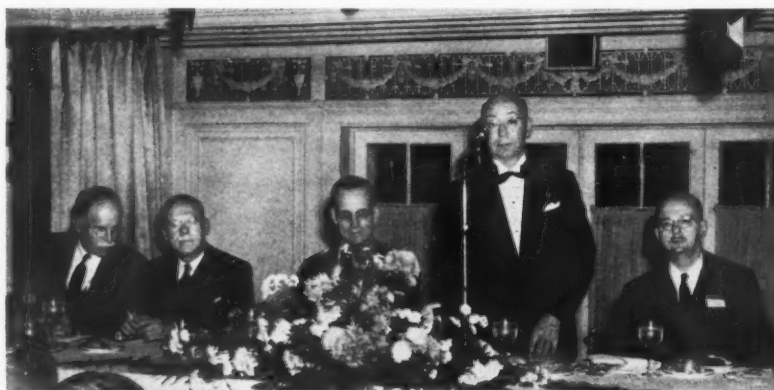


Sectioneers Find Dinner a Pleasant Interlude

HOLDING the spotlight as the first social affair of the Institute's thirty-sixth annual convention, the sectional meeting dinner held on the evening of October 3 proved highly successful and enjoyable to the 200 persons who attended. Inaugurated last year, the dinner appears destined to become a permanent event on the social calendar of future Institute conventions.

After a brief introductory address of welcome by the toastmaster of the evening, Albert T. Luer, secretary and treasurer of the Luer Packing Co., Los Angeles, Calif., attention was focussed on the performance staged by a troupe of talented entertainers.

Feats of magic, often at the expense of members of the audience, singing,



AT SPEAKERS' TABLE, DINNER FOR SECTIONEERS

Albert Luer, Luer Packing Co., Los Angeles, served as toastmaster at the Friday night dinner for sectioneers, which is becoming an increasingly popular feature of the convention. He is flanked by Wesley Hardenbergh (right), president, American Meat Institute, and Charles Milton Newcomb, the speaker of the evening, who banished the woes of the audience.

xylophone and dancing numbers and the extraordinary juggling, acrobatic and story-telling act of Hap Hazard left the diners in a bewildered but happy mood for the main event of the occasion.

The principal speaker of the evening was Charles Milton Newcomb, retired southern college professor, who spoke on "What Are You Afraid Of?" which covered the five common fears of man. These Prof. Newcomb listed as follows: fear of ill-health, fear of what the neighbors will think, fear of loss, fear of failure and fear of the unknown. His talk contained an abundance of southern philosophy, humor and good advice which was well received by his audience.

The dinner was excellent and well-served by the Drake.



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THE PRESERVLINE MANUFACTURING CO., BROOKLYN, N. Y.
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The National Provisioner pays tribute to
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and his many services. The high efficiency
of his methods and quality of production
results in an annual value of products of
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producer and the retailer and consumer.

We call your attention to his services and products ➔

50 YEARS of SERVICE



In the year 1891, the Cherokee Strip was thrown open to homesteaders, workmen broke ground in Chicago for the World's Fair of '93, and London actually talked to Paris on that new scientific marvel, the telephone.

That was the year The Rath Packing Company began business in Waterloo, Iowa. This new firm was a successor to the packing plant of George C. Rath and Son of Dubuque, Iowa, which had been destroyed by fire the year before.

Now, in 1941, this Iowa enterprise has rounded out a half century of business life under the same family management.

A half century ago, also, The National Provisioner was founded. We take this opportunity to congratulate The National Provisioner on its 50th birthday and its half century of service to the meat industry.

from the Land O'Corn

THE RATH PACKING COMPANY
WATERLOO, IOWA

**PORK • BEEF •
VEAL • LAMB**

**PROVISIONS
VACUUM-COOKED MEATS**

**REFINERS AND EXPORTERS OF
RATH'S CEDAR VALLEY LARD**

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MEAT... AND ITS ROLE IN *National Defense*

★ ★ ★

THESE are hectic days, indeed . . . and we of the meat industry have a double duty to perform. For upon us, in the present national emergency, rests the responsibility of helping to safeguard the health of our civilian population, and of supplying large quantities of wholesome meat products to our armed forces as well as to the democracies overseas.

The meat industry solemnly accepts its important role in national defense . . . ever-mindful of the obligations which lie ahead.

Yes, we live today in troubled times. Yet in them I foresee a new and broader opportunity for the meat industry to win still greater favor for its many products.

By means of our current American Meat Institute advertising—and through our individual advertising efforts—we have already made great strides. We are educating the housewife in the ways of thrifty meat buying. We are impressing upon her the marvelous health values of meat.

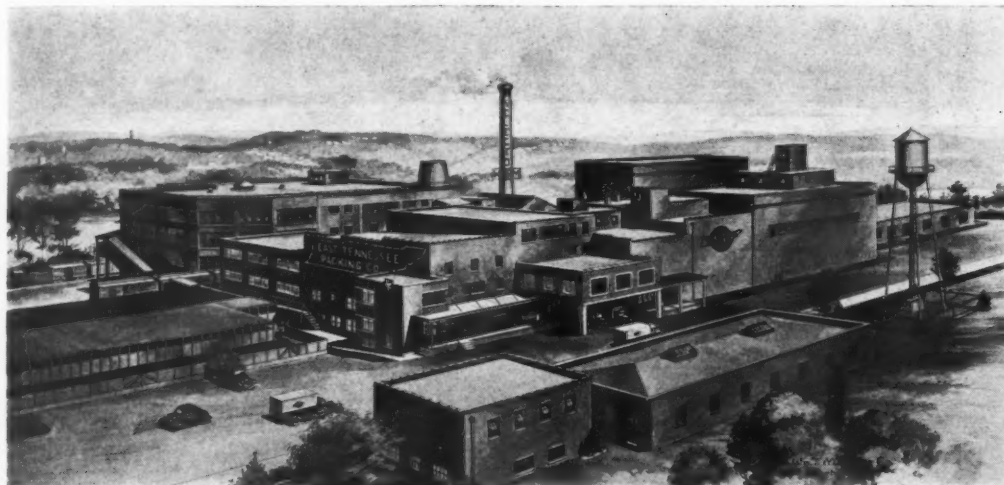
Now, as never before, we must continue to teach her and to help her . . . to do our duty in the interests of national welfare.


PRESIDENT

JOHN MORRELL & CO.

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Established in England in 1827 • In America since 1865 • PACKING PLANTS: Ottumwa, Ia.; Topeka, Kan.; Sioux Falls, S.D.



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THERE IS A DIFFERENCE



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Main Office and Packing Plant: Detroit, Michigan

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ALL PRODUCTS PRODUCED UNDER U. S. GOVERNMENT INSPECTION

SERVING THE MEAT INDUSTRY FOR EIGHTY-TWO YEARS

1859 ——— 1941

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Ham — Bacon — Lard Sausage

Highest QUALITY Since 1876

THE H. H. MEYER PACKING CO.

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Producers of Famous for Quality Canned Foods

Corn Husk Tamales • Chile Con Carne • Spaghetti with Meat
Balls • Spanish Rice with Meat Balls • Beef Stew with
Vegetables • Corned Beef Hash

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READY-TO-EAT MEATS

"PANTRY PALS" - *Canned Meats*

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SINCE 1854

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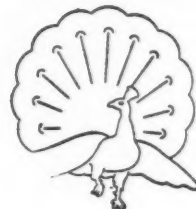
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BEEF
PORK
LAMB
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U. S. GOVERNMENT
INSPECTED
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A good dependable
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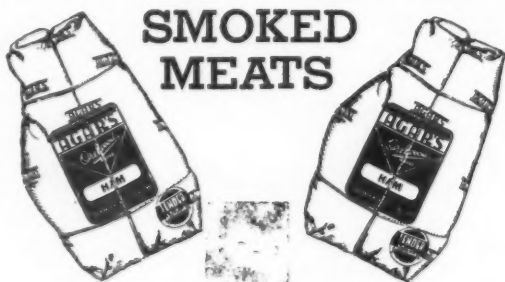
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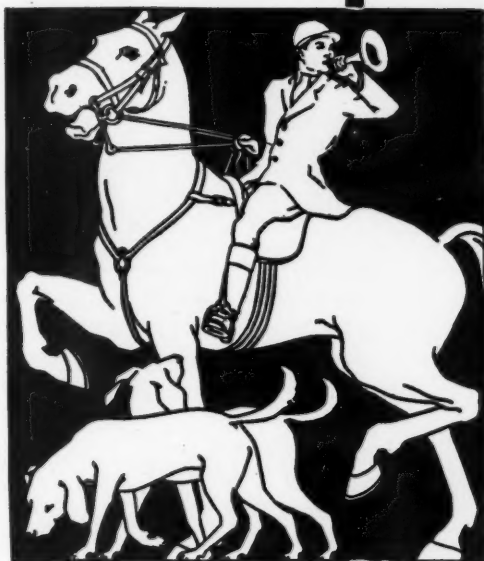
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SPECIALTIES OF ALL DESCRIPTIONS
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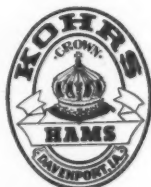
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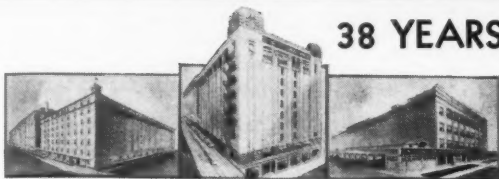
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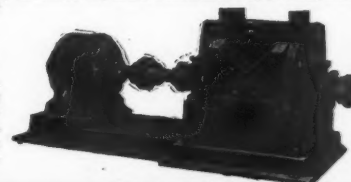
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My Best Greetings to all my Friends in the Casing Industry

Cordially

ARNOLD van HESSEN

120 Wall Street

New York, N. Y.

Exhibits Set Record Despite Defense Work

TALK of priorities, material shortages and other problems failed to dampen the enthusiasm with which hundreds of conventioners examined the displays in the exhibit halls at the Drake this year. Although more exhibitors were present than in any previous year, less machinery was shown as a result of the "pinch" of the national defense program on manufacturers of packinghouse equipment and supplies.

Suppliers proved they are on their toes, however, and attempting to serve the industry in spite of difficulties. Many are going ahead with research and development plans with confidence that "better times are coming." With the meat packing industry responsible for feeding U. S. armed forces, the industry's suppliers are playing an important role in national defense.

A wide variety of packinghouse materials and supplies was on display, ranging from frankfurt banders and cooking kettles to seasoning and curing ingredients. Considerable ingenuity was used in a number of exhibits—one showed the actual drilling and machining of plates for meat grinders, another was a shooting gallery and a third featured the World Series play by play.

All told, 61 manufacturers of supplies and equipment essential to the meat industry were represented with displays in the Gold Coast and French rooms at the Drake.

A resume of the firms exhibiting at the convention, the products featured by each and the company representatives present, follows:

NATURAL CASINGS.—With the convention starting two weeks earlier this year, the display theme of the Institute natural casings exhibit was tied in with the 1941 World Series. The background of the exhibit was a mammoth photo illustration of a game at Comiskey Park (the Yankees were there the day the picture was taken, as Babe Ruth was discernible in right field). Over the top of this photograph was the slogan "Frankfurters in Natural Casings" in large red letters. As everyone knows, a ball game isn't a success without a frankfurt and roll plastered with mustard. On the left end of the booth was a large score board and a radio. Each day's game was scored on the board as the broadcast was made. This attraction made the casings booth the hot spot of the exhibit section. Large crowds took in the display and sampled the many types of cased meat products and hors d'oeuvres which were served. Great interest was also aroused by the two sausage weight guessing contests. Winners received gifts of U. S. Defense stamps. A great deal of ceremony attended the weighing of the products. In the first contest visitors attempted to guess the weight of a huge frankfurter in a roll which was displayed on the

top of the refrigerated case. In the second contest packers tried to guess the weight of 25 pieces of minced specialty and mortadella. The refrigerated case showed many types of sausage in natural casings. Claude Beall, director of natural casing division of the American Meat Institute, was in charge of the exhibit and was aided by many men who were on hand from member companies of the Institute.

CORN PRODUCTS SALES CO.—Visiting packers and sausage manufacturers found the Corn Products Sales booth an ideal spot to relax and talk shop. Main attraction was the firm's product, Dextrose (corn sugar), used so widely in meat curing. The exhibit was in charge of Dr. J. H. Buchanan, head of the packinghouse division, who was assisted by a genial staff. They passed on much helpful information on the use of Dextrose in D.C. and S.P. cures and sausage.

THE GIRDLER CORP.—Featured by this company as being one of the most significant advances in lard processing equipment, a Votator occupied the center of the stage in the Girdler booth. L. L. Dawson, vice president, and John E. Slaughter, sales manager, assisted by G. W. Wolf and B. D. Miller, were on hand to meet convention visitors and explain the merits of the company's continuous, controlled, closed-system process for producing high quality lard. A Junior Votator, with a capacity of 3,000 lbs. per hour, was on display. The booth background served to provide an attractive foil for the gleaming silver-like finish of the equipment shown. Copies of the new book "Improving Lard the Votator Way" were distributed to visitors.

INTERSTATE FOLDING BOX CO.—Acceptance of Sterilined lard containers by packers has been increasing substantially, according to vice president T. W. Ross and company representatives W. C. Hurd and G. B. Kamerer. For this reason the 1941 Interstate exhibit was largely devoted to showing samples of Sterilined containers now being used by lard producers in all parts of the country. The pleasing and colorful designs of the containers did much to enhance the attractive booth background. These containers are available in 1-, 2-, and 4-lb. sizes. The company has developed special equipment for automatically setting up and handling the containers.

WESTINGHOUSE ELECTRIC & MFG. CO., TENDERAY DIVISION.—Headed by H. J. Hoffman, manager, and Lou Menges and Dave Horner, representatives of the Tenderay process licensing department kept busy answering questions asked by many packers visiting the exhibit. The interest shown by visitors reflected the growing appreciation of this scientifically-controlled method of speeding up nature's slow method of aging fresh beef to make it more tender and delicious. The Tenderay process was developed by the Westinghouse research laboratories in cooperation with scientists at the world-famous Mellon Institute, located at Pittsburgh, Pa.

TRAVER CORP.—The Traver exhibit featured an attractive display of artistically printed cellophane and glassine wraps designed and printed by Traver for meat packers. Samples of Christmas, Easter and other wraps carried in stock were included in the display. A booth of ideas and designs



NATIONAL PROVISIONER BOOTH AT CONVENTION

Booth of The National Provisioner was built around the publication's half-century of service to the meat packing and sausage manufacturing industry, and featured copies of pages from the original issue, dated April 11, 1891. In the photo are Richard von Schrenk, assistant to president, and A. W. B. Laffey, vice president and sales manager.

made it easy for visitors to make selections. Representatives at the booth were Geo. Traver, president, Vincent Sheridan, sales manager, M. J. McEnery, Philadelphia representative, C. D. Ackerman, Cleveland representative and Geo. Green, assistant to the president.

THE GLOBE CO.—Again the major efforts of The Globe Company were directed toward publicizing the advantages and acceptance of the Roto-Cut meat processor introduced to the packing industry by the company. A small institutional size Roto-Cut was on exhibition in the booth to illustrate the basic method employed in larger size machines manufactured for processing establishments. This company has also developed a new method of finishing stainless steel hooks and equipment, and various samples were displayed to show the techniques employed. The Globe delegation at the convention was headed by president Charles H. Dodge, assisted by Oscar Biedermann, Kent Tomlinson, Willis Moorhead, John F. Moorhead, Leo McQueen, sr., Leo R. McQueen, jr., Frank J. Bilek, Robert Johnson and Herbert Schultz.

SAUSAGE MFRS. SUPPLY CO.—On display in the company's convention booth was the firm's complete line of spices and seasonings first introduced to the trade last year. These products were developed from many years of sausage manufacturing experience and include the famous Original Braunschweiger seasoning, meat loaf "Zesto," mock chicken seasoning, Mett wurst and many others. In attendance at the booth were Walter Frank, Robert N. Frank and R. G. Denton, sales staff.

LIQUID CARBONIC CORP.—Some of the most significant developments in transportation refrigeration of meats and meat products have been developed by or are under present test by Liquid's engineers. Hence the company's exhibit booth, presided over by Robert Matthei and C. R. Skidd, was a gathering point for packers seeking information on meat distribution problems. Three large blocks of "steaming" Red Diamond dry ice in the booth lent a dramatic atmosphere to the booth background, which had been carefully designed to dramatize the various features and advantages of the company's product. Folders giving technical data and practical information on the applications of the company's products were available for packer visitors.

H. J. MAYER & SONS CO.—As always, the Mayer booth received an unusual amount of attention from convention visitors. Family members of the firm, all practical sausage making and curing experts, had prepared an extensive array of hams, bacon, loaves and specialty products in their plant and results of their handiwork were displayed in a large refrigerated case. The background of the booth focused attention on the major products of the company—H. J. Mayer special sausage seasoning and Neverfail cure. The extensive facilities of the company for formulating, testing and processing meat products, as well as their laboratory, storage and manufacturing divisions, were portrayed photographically. President H. J. Mayer, sr., was assisted in meeting convention visitors by Frank A. Mayer, S. A. Mayer, J. O. Strigle, H. J. Addison and Roger Rath.

JOHN E. SMITH'S SONS CO.—Led by R. C. Smith, president, the manufacturers of the famous line of "Buffalo" sausage machinery were on hand to offer advice and information to packers and sausage manufacturers visiting the booth. Mr. Smith was assisted by an efficient staff. The exhibit featured photographs of the line of "Buffalo" equipment made by the firm.

V. D. ANDERSON CO.—An attractive illuminated booth featured the well-known Anderson crackling expellers. Large photos of installations were used and a scale model of an expeller occupied the foreground. The famous Anderson Silvertop traps were also shown. A cut-out model was used to demonstrate the inverted bucket construction. The booth was in the good hands of O. S. Anderson, vice-president, and John Lundmark of Chicago.

KEN-RAD TUBE & LAMP CORP.—George E. Phillips, Chicago representative, had to do the best he could and make up a booth of his own owing to the fact the scheduled display material never arrived. However, he was still

KEEP PACKERS SUPPLIED

LEFT.—Experts in packinghouse equipment and methods are (left to right) John G. Albright, Norman J. Albright and Dr. A. O. Lundell, Albright-Nell Co., Chicago.

RIGHT.—From Interstate Folding Box Co. came (left to right) W. C. Hurd, T. W. Ross, vice president, and G. B. Kamerer.

Exhibits

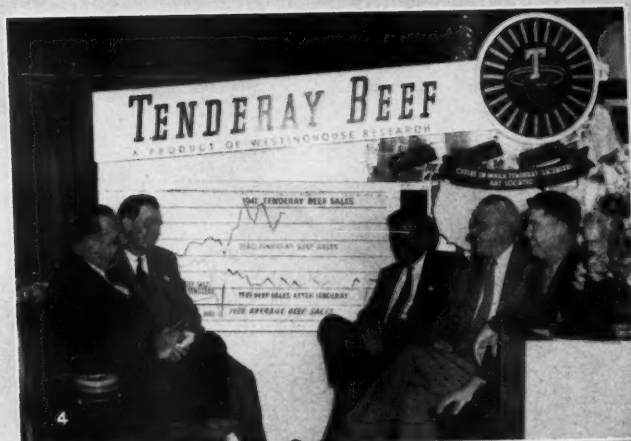
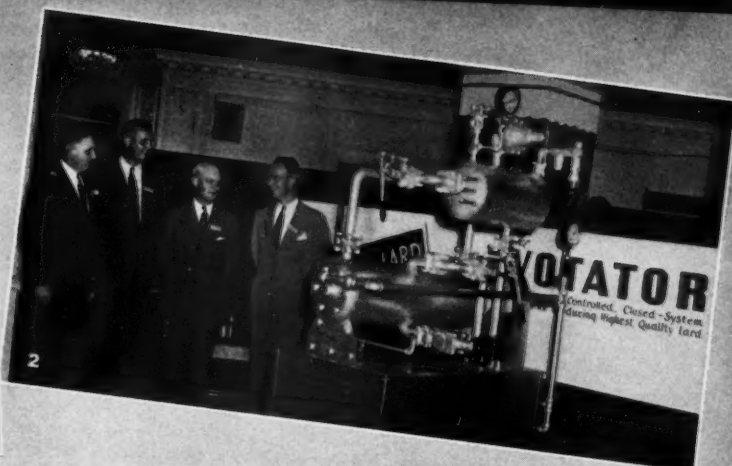
(See opposite page)

- 1.—Corn Products Sales Co.—(left to right) A. P. Jaeger, J. P. Russell, Dr. J. H. Buchanan, B. M. Morse and H. A. Crown.
- 2.—The Girdler Corp.—(left to right) B. D. Miller, G. W. Wolf, L. L. Dawson, vice president, and J. E. Slaughter, jr., sales manager.
- 3.—The Interstate Folding Box Co.—(left to right) T. W. Ross, vice president; G. B. Kamerer, St. Louis division representative, and W. C. Hurd, Ohio division representative.
- 4.—Westinghouse Elec. & Mfg. Co., "Tenderay Process" Licensing Dept.—(left to right) E. R. Bardin, Hilo Meat Co., Hilo, Hawaii; Jim Gibson, Kroger Grocery & Baking Co., Cincinnati, O.; Lou Menges, Westinghouse, Tenderay division; D. J. Horner, Westinghouse, Tenderay division and L. M. Stone, Kroger Grocery & Baking Co.
- 5.—Traver Corp.—(left to right) Fred Rodenberger, St. Louis and Chicago sales; G. W. Green, assistant to G. W. Traver, president.
- 6.—The Globe Co.—(left to right) J. F. Moorhead, The Globe Co.; Herbert H. Hameister, Kent Provision Co., Kent, O.; Kent Tomlinson, The Globe Co.
- 7.—Sausage Manufacturers' Supply Co.—(left to right) Wm. Greenhouse, Renee Packing Co., Inc., Syracuse, N. Y.; R. G. Denton, Sausage Mfrs. Supply Co., Milwaukee, Wis.
- 8.—Liquid Carbonic Corp.—(left to right) C. R. Skidd and Robert Matthei, Liquid Carbonic Corp.; G. K. Lewis, Met-L-Wood Corp.

able to do a good job and kept busy telling conventioners of the merits of Ken-Rad incandescent lamps and their useful applications in the meat packing field.

MILPRINT, INC.—The exhibit consisted of an elaborate back drop having niches set at intervals for holding meat packages in Milprint wrappers. Each niche contained a miniature comic figure of a butcher. Another feature of the exhibit was a display case of hams representing different meat packing companies, all packaged in Milprint wraps. These designs brought out the appetite appeal of the product and included special wraps for Xmas and other holidays. Jim Baker, manager,





meat packers' department, was in charge of the booth, assisted by Russell Faulkner, Harry Jones, C. J. Loughman, Tom Smith, John Seveck, Hugo Heller, Phil Kappas, Elmer Roe, Willard Meyer, Hugo Heller, jr., Cliff Williams, Carl Jones and Warren Anderson.

MOLDART PACKAGING CO.—The Moldart wrapping machine, consisting of a twister machine and a cellophane wrapping device, was on display. The equipment was operated to demonstrate its speedy and economical method of wrapping pre-formed meat products, such as smoked butts, loaf products and bacon squares. Neither string nor adhesive are needed to keep the wrapping secure. The booth was in charge of C. E. Rumsey, who is well-known in the packing industry.

DIAMOND CRYSTAL SALT CO., Inc.—A very interesting display of various grades of Alberger process salt, used by the meat packing industry and other firms making food products, was installed in the Diamond Crystal booth. Samples showed the difference between true flake, granulated and rock salts. An interesting collection of salt crystals was shown to demonstrate the clarity of salt as it is mined. One crystal contained a globule of water which

had been formed under pressure when the salt was laid down many hundred years ago. Dr. J. A. Dunn, technical director, was on hand to tell the story of Diamond Crystal salt and was assisted by P. T. Green, Chicago divisional manager, C. C. Van Dyne and Lloyd Fitzbush, Chicago, A. F. Jaumann, Cleveland, and H. P. Baldwin, central division manager.

KOLD-HOLD MFG. CO.—One of the outstanding and interesting displays at the convention was that of the Kold-Hold located opposite the Natural Casings display. The center of interest was a full-size meat truck equipped with Kold-Hold holdover plates in operation. Spaced around the exhibit was a large photograph of the new Kold-Hold plant, an 8-ft. board listing packing companies who have installed Kold-Hold equipment and photos of truck fleets and holdover plates. Ed. Thiele, vice president, was in charge of the exhibit and was kept busy answering questions concerning Kold-Hold equipment.

E. I. du PONT de NEMOURS & CO., CELLOPHANE DIVISION.—This year's exhibit featured a self-service refrigerated show case containing an outstanding array of meat cuts and meat specialties, all pre-cut, pre-

Exhibits

(See opposite page)

- 1.—H. J. Mayer & Sons Co.—J. O. Strigle, eastern representative.
- 2.—John E. Smith's Sons Co.—Baldwin Smith, treasurer.
- 3.—V. D. Anderson Co.—(left to right) O. S. Anderson, secretary; J. C. Lundmark, sales engineer, Chicago, and W. H. McCormac, sales engineer, Cleveland.
- 4.—Ken-Rad Tube and Lamp Corp.—(left to right) G. E. Phillips, Chicago district manager, lamp division; E. L. Neubauer, vice president, Field Packing Co., Owensboro, Ky.
- 5.—Moldart Packaging Co.—(left to right) C. E. Rumsey, vice president; H. F. Lichtman, Rose Packing Co., Philadelphia, Pa., and Miss Vesta Yoder, demonstrator.
- 6.—Diamond Crystal Salt Co., Inc.—Dr. J. A. Dunn, technical director.
- 7.—Milprint, Inc.—(left to right) Warren Anderson, G. B. Haring, Elmer Roh, Jim Baker, manager meat packers' division; Mrs. Elmer Roh and Tom Smith.
- 8.—Kold-Hold Manufacturing Co.

weighed, priced and attractively wrapped in "Cellophane" cellulose film. Cellophane representatives welcomed the visitors at the booth and explained the sales advantages gained through this method of preparation and wrapping. In attendance at the exhibit were J. A. Shellenberger, E. M. Wallace, A. W. Shaffer, A. C. Cloudsley, J. D. Rankin and R. R. Smith. The display this year was even more striking than usual.

ANEMOSTAT CORPORATION OF AMERICA.—Marking its first official appearance as an exhibitor at the convention, the Anemostat Corporation of America held its premier showing of Anemostat high velocity air diffusers. Designed to eliminate draft problems in meat plant refrigeration and air conditioning, the diffusers aroused much interest among packers. Both ceiling

SHOOTING AND EATING

TOP.—The Carrier Corporation's shooting booth at this year's convention was well attended at all times. A typical group of packers is shown trying their skill at cork-gun shooting. Others came merely to look.

CENTER.—Well known to everyone in the industry, the popular C. W. Dieckmann, president, Specialty Mfrs. Sales Co., is shown presiding over a table at the dinner dance.

BOTTOM.—Center of interest when this picture was taken in the Lantern room of the Drake hotel, was Miss Tress Schipper, who is in charge of the wrapping department, Milprint, Inc., Milwaukee. The three gentlemen with her are Warren Anderson and Thomas Smith, Milprint salesman and Cincinnati district manager, and John D. Goldsmith, purchasing agent, Chas. Sucher Packing Co., Dayton, O.





and wall types were on display. V. Floyd Self was in charge of the exhibit. He was assisted by M. P. Burt, A. P. Byfield, Harry Himmelblau, George Zintel and W. C. Larson.

SPECIALTY MANUFACTURERS SALES CO.—The various steps in the manufacture of C-D grinder plates and knives, from rough forgings to finished plates, shown in this booth, were one of the most interesting features of the convention. Two drill presses, manned by Warren Goodell and Harold Mitchell, were in operation drilling C-D Superior and Triumph plates. Charles W. Dieckmann and Charles G. Hess were busy continually explaining the precision methods employed in making the various plates on exhibit. All types of grinder plates were shown in a special display. These ranged from a $\frac{1}{16}$ " hole plate, with 5,346 holes, to a special type with only three holes. The "Old Timer," as Mr. Dieckmann is affectionately known to his many friends, dispensed his usual cordial greetings.

THE GRIFFITH LABORATORIES.—The 21st anniversary of the company was the central theme of this booth, the various plants producing Griffith products being shown in pictures to indicate the progress made during this period. The double-cooked oil-evacuated tender ham that has been extensively introduced by the Griffith organization

was featured as a significant accomplishment. Also shown were various types of equipment designed to better utilize the company's Prague powder, seasonings and other products. Pumping scales, curing pumps and ham canning equipment were displayed, together with many canned hams produced by Griffith customers. President E. L. Griffith, vice-president M. C. Phillips, and other members of the staff, including R. R. Dwyer, E. L. Hall, I. T. Suits, Albert Szafranski, W. E. Anderson, L. E. McCrath, A. J. Ryan, George Lovell, R. F. Stutz, L. W. Levy, C. A. Wood, Maurice Rector, W. A. Young, S. Strahan, A. P. Lovell, Victor Woodcroft, L. E. McCrath, Harry Gleason, H. A. Levy, L. W. Levy and J. C. Hickey were on hand to extoll the merits of Griffith products and Griffith methods.

U. S. SLICING MACHINE CO.—Centered around a continuously operating movie, showing bacon slicing and packing operations in the plant of Geo. A. Hormel & Co., were various types of U. S. equipment for slicing meat, as well as the exclusive Delicator manufactured by the concern. The heavy duty slicing equipment of the type shown in the movie has been widely adopted by the meat packing industry for slicing bacon, dried beef and other products. The movie did an excellent

Exhibits

(See opposite page)

- 1.—E. I. du Pont de Nemours & Co., Celophane Division.
- 2.—Griffith Laboratories—E. L. Griffith, president.
- 3.—U. S. Slicing Machine Co.—Earl Hill, director and special sales representative.
- 4.—Specialty Manufacturers Sales Co.
- 5.—Batavia Body Co.—(left to right) J. W. Roberts, sales manager, and S. E. Crofts, Batavia Body Co.; Harvey Zutz and Ed Ploekelman, Cher-Make Sausage Co., Manitowoc, Wis.; J. J. Tyndal, Batavia Body Co.; Art Chermak, Cher-Make Sausage Co., and E. F. Miller, southern representative, Batavia Body Co., St. Louis, Missouri.
- 6.—French Oil Mill Machinery Co.—(left to right) Joe C. Mellon and C. B. Upton, general manager.
- 7.—Paperlynen Company.
- 8.—Anemostat Corp. of America—(left to right) V. Floyd Self, sales promotion director, and M. P. Burt, Himmelblau, Byfield & Co., Chicago.

job of showing the efficient way in which modern slicing equipment is combined with proper handling and packing. The U. S. booths have always been attractive and instructive, and this year's was no exception. Company representatives at the booth included vice president H. C. Pfister, special representative Earl Hill, sales department head E. H. Nicholson and Z. K. Lamber.

FRENCH OIL MILL MACHINERY CO.—Having pioneered and developed significant advancements in the field of edible and inedible rendering, it was of course natural that the French booth should become a key-point for visitors desiring information on these important operations. Samples of inedible cracklings from both dry rendering and solvent extraction operations were available for inspection. Joe C. Mellon, widely known in the industry for his practical operating experience in ren-



SUPPLIER GROUPS ON HAND FOR BIG EVENT

ABOVE: John E. Smith's Sons delegation at its convention headquarters, with Richard C. Smith, president, seated in center of front row. Others seated include (l. to r.) W. F. Mueller, western sales, W. Richter, vice president, and Baldwin Smith. Men standing are W. B. Richter, mid-western sales, Jack Sabean, eastern sales, H. L. Hunn, chief engineer, R. H. Marks, southwestern sales, and L. F. Wilshire, Ohio sales. In inset: Harry J. Horton, western sales.

BELOW: Faces of the Sayer & Co., Inc., group reflect confidence in their ability to serve. Seated (l. to r.) are W. A. Eyler, Paul Rosenfeld, president, J. H. Cohen and Edward Feih. Standing: L. R. Hausman, Abraham Schwam, John Aug, Fred Meyer, Kurt M. Georgi and C. A. Ferguson. Inset: Elmer Hoester.



dering, is especially proud of his concern's developments in the field of solvent extraction. Pictures of two complete French solvent plants were shown on the attractive booth background, together with photos of other French equipment. C. B. Upton, general manager of the company, assisted in greeting visitors and explaining the merits of "drip rendered" lard and other exclusive French developments.

BATAVIA BODY CO.—In the spotlight at one end of the Gold Coast room at the Drake, the Batavia Body Co. displayed its new high temperature truck body designed especially for the meat packing industry. This body was beautiful and obviously efficient, and was maintained throughout the convention at the correct temperature required for transporting meat. Both Dole and Kold-Hold holdover plates were used in the truck. T. W. Roberts, general sales manager, E. F. Miller, St. Louis representative, Sid Croft and J. J. Tyn-dal of the Batavia office were in attendance. This is the first time Batavia Body Co. had exhibited.

PAPERLYNEN CO.—Paperlynen point-of-sale paper caps were everywhere. The background was made up of many caps printed with names of packing firms the Paperlynen company is now serving. An old carnival spinning wheel gave some animation as visitors whirled it around. A Paperlynen cap always came up as the winner as an effective and economical means of pushing product in front of the eyes of Mrs. Housewife. Mr. Weber, Chicago manager, was in charge.

WM. J. STANGE CO.—The complete line of Certified food colors and Cream of Spice seasonings manufactured in the Stange plant were effectively displayed in and against a handsome, expertly designed background. To meet an emergency, this concern began growing sage two years ago, and a number of sage plants growing in pots occupied the center point of the display background. The various stages through which raw spices pass in the process of conversion to the company's patented seasonings were shown through the medium of product samples at each step of processing. The complete Stange executive and sales staff was on hand to explain the features of the company's products, including president Wm. B. Durling, secretary-treasurer Frank M. Hartigan, sales manager Joe Graf, chief chemist Aladar Fonyo, and David J. Rintelman, Boyd McKeane, H. A. Wedin, T. L. Allen, Ray Beerend, H. A. Hughes, V. E. Berry, Irving Zeiler, Ted Lind and Joseph Adams.

CINCINNATI BUTCHERS' SUPPLY CO.—The 1941 "Boss" exhibit was one of the most attractive ever made at a convention by this prominent concern. A large bird's-eye-view of the firm's new plant occupied a large portion of the booth background. This was surrounded by illuminated pictures of various important pieces of the company's packingplant equipment. The "Boss" trademark, so well-known throughout the meat packing industry, was featured prominently in gold, the whole composition of the booth being expertly handled in the modern man-

Exhibits

(See opposite page)

- 1.—Wm. J. Stange Co.—T. N. Lind, sales department.
- 2.—The Cincinnati Butchers' Supply Co.—(left to right) Oscar C. Schmidt, sr., vice president; Wm. C. Schmidt, vice president.
- 3.—Worcester Salt Co.—(left to right) A. J. Naebig and L. Coleman, sales department; John F. Spain, technician for the company.
- 4.—United Cork Companies—(left to right) E. J. Ward, vice president; G. E. Carll and E. C. Ward.
- 5.—The Vilter Mfg. Co.—(left to right) F. D. Kirk, sales manager and J. A. Heinzelman, sales department.
- 6.—Great Lakes Stamp & Mfg. Co., Inc.—(left to right) J. H. McPherson, Great Lakes; L. H. Moellering, Lohrey Packing Co., Cincinnati, O.; J. H. Payton, president, Great Lakes, and G. E. Opitz, Cudahy Packing Co.
- 7.—Arkell Safety Bag Co.—Bill Galloway.
- 8.—Exact Weight Scale Co.—A. M. Kupfer.

ner. President Herman Schmidt, vice presidents Oscar C. Schmidt, sr., and William C. Schmidt were aided by L. Rosenberg, Charles Schwing, F. W. Stothfang, E. L. Daly, Bill Sweet, Walter Hammann, Howard Wilson and others in giving helpful information to their many booth visitors.

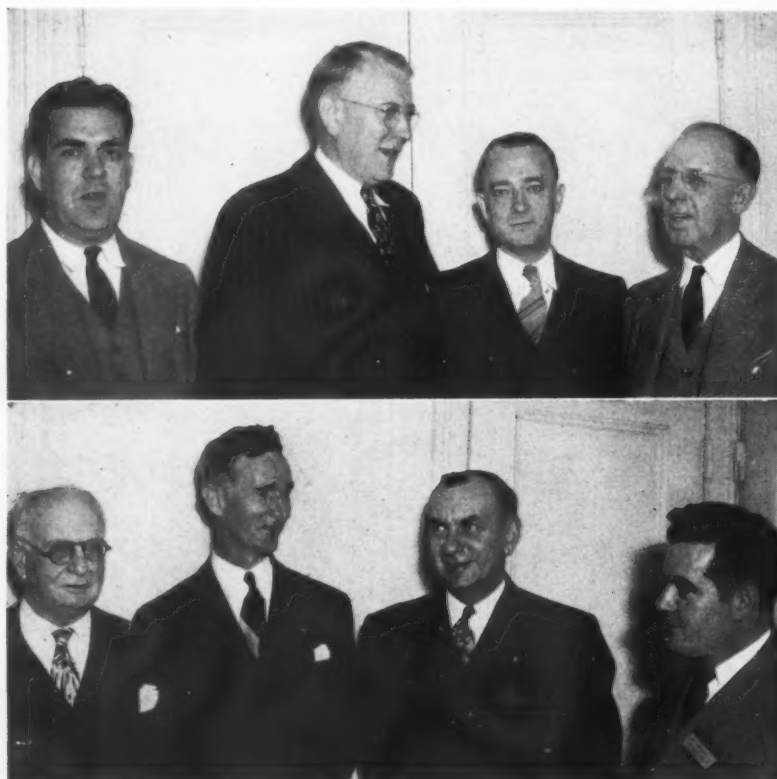
GREAT LAKES STAMP & MFG. CO.—Ingredient branding to meet B.A.I. requirements becoming effective at this time, occupied the center of attraction in the Great Lakes display. This company has been featuring branders with interchangeable word slugs that can be arranged to conform with any formula or list of ingredients, and has been doing an extensive amount of work developing its product, and the convention exhibit was used as an important part of their introductory work on this item. Other types of branders for marking all fresh and cured meats were also on display. The booth background was faced with photographic illustrations of the company's products and the results they produce. President John H. Payton was assisted by J. H. McPherson in meeting packer visitors.

VILTER MFG. CO.—Visitors at the Vilter booth had an opportunity to see a demonstration of the Vilter Pak-Icer, which requires but 20 minutes to freeze water to snow ready for use in sausage meat choppers. Many were amazed at

CANS AND STORAGE

TOP.—Ambassadors for Heekin Can Co. were (left to right) E. L. Hannaford, C. A. Rolfe, sales manager, J. C. Hauck and W. H. Turner.

BOTTOM.—Representing the Chicago Cold Storage Warehouse Co. at the convention (left to right): J. H. Edmondson, W. A. Krcn, W. A. Kopke and D. H. Murphy.





the production and economies possible through the use of the machine. In addition to the snow making demonstration, the exhibit featured a long list of satisfied users of both horizontal and vertical Pak-Icers. In attendance at the booth were Frank D. Kirk, general sales manager, Chas. J. Heinzelman and J. A. Heinzelman.

UNITED CORK COMPANIES.—United's booth continued to draw the attention and interest of convention visitors. Showing the complete line of United Cork products on a back panel, the importance of proper insulation in the packing industry was made apparent. Smiling E. J. Ward, vice president, was present with his son, E. C. Ward, and G. E. Carll and J. E. Smith, expounding the merits of United Cork corkboard, molded cork pipe covering, acoustic cork and cork tile flooring. Mr. Ward was glad to tell anxious packers that the firm has cork products to sell, even though demand has been heavy.

EXACT WEIGHT SCALE CO.—Against a background of large photos showing weighing operations in different departments of prominent packing plants, the firm exhibited various models of its pre-determined weight scales. As always, there was great interest in these scales due to the importance of exact weighing in packing plant operations. The booth was in charge of J. H. Downer, Chicago manager, and A. M. Kupfer.

WORCESTER SALT CO.—This firm exhibited 100-lb sacks of A and flake salt, with an attractive tiered display of packaged salt. High grade refined evaporated salt was featured. The bright orange of the Worcester Salt packages stood out against the dark background. J. F. Spain, New York City, was on hand to greet his friends in the packing industry and make new ones.

ARKELL SAFETY BAG CO.—The "Arkell" exhibit evoked an unusual amount of interest this year. Featured were crinkled paper meat covers, barrel liners, offal bags and bag linings were featured. The Arkell Allway Stretch beef covers have the distinct qualities of stretching in all directions and resisting tearing. The firm's super-saturated barrel linings are being used by many packers for trimmings, boneless cuts and meat products having a high moisture content. Visitors were greeted by P. J. Morales, W. D. Galloway and C. E. Lofland, jr.

LEHIGH SAFETY SHOE CO.—The exhibitor displayed its line of safety footwear especially designed for the meat packing industry. The firm's neoprene-treated, safety toe rubber boots were featured. These boots carry the patented "Par Grip" non-slip sole and are exclusive with Lehigh. Other products on display included non-slip soles for various types of leather footwear which are especially suitable for packinghouse wear. C. M. Mense was assisted by Frank Griswold.

CONTINENTAL ELECTRIC CO.—A. A. Hess, who is well-known in the

packing industry, was on hand to discuss the various special packinghouse enclosed and splash-proof motors his firm manufactures in capacities from one-half h. p. to 500 h. p. A motor for every job is the firm's slogan. Several motors were displayed with a cut-down section of a rotor and ring.

DENMAN TIRE & RUBBER CO.—H. F. Webster, vice-president and general manager, was a busy man at this year's convention telling packers they could still get the hand-crafted Air Stream Denman truck tires. He also explained the re-treading service the company has set up. Cross-cut sections of Denman tires were displayed on the table to show construction features.

PURE CARBONIC, INC.—One of the most attractive exhibits at the convention was the Pure Carbonic booth with its three-dimensional display showing Dry Ice and its application in the meat packing industry. The center panel showed a truck with a cut-out of the body and a working model of a blow-type dry ice bunker. Several blocks of dry ice occupied a tiered shelf. A dry ice bunker was shown on a stand in front of the back panel so that booth visitors could examine it first hand. L. F. Kilmarx, assistant general sales manager, New York, was on hand with Geo. Cusack, vice president in charge of sales, C. W. King, district manager, Chicago, Howard Day, Cincinnati manager, R. C. Peters, Kansas City manager, A. S. Maczko, St. Louis manager, J. Walker, E. T. Mitchell, C. A. Dunn, T. H. Townsend, J. C. Sabath, J. C. Foltz, E. Tomberlain, J. Kuchenbrod and A. J. Granata.

PACIFIC LUMBER CO.—On display were samples of vaporproof Palco wool bark which has made much headway as an insulating material in the meat packing industry. The booth was trimmed with redwood bark from which Palco wool is made. Large photographs were featured showing a Redwood log over 4,000 years old, the process of recovering bark from logs and installations of Palco wool. A wall section was used to show how the product is applied. In attendance at the booth were John Klass, Marvin Fergestad and Ray Klass. This is the first time Palco wool has been exhibited at the meat packers' convention.

JOHN J. DUPPS CO.—A large photomontage depicting many Rujak rendering machinery installations formed an interesting background for the Dupps Company booth. An easel color print of the new Matadero de Cuidad Trujillo plant in Republic Dominicana was also shown. The genial John J. Dupps, assisted by his son, John, jr., and R. H. Lamping, was on hand to explain the merits of Rujak equipment.

EVERHOT MFG. CO.—Everhot Mfg. Co. again made its appearance at the convention as an exhibitor, displaying its various types of branders and markers. This firm manufactures branders heated with gasoline, gas-air and electricity. Included in the display was the Everhot device for branding list of

Exhibits

(See opposite page)

1.—The Pacific Lumber Company, (Palco Wool Insulation)—(left to right) Ray Klass, sales department, and John H. Klass, eastern sales manager.

2.—John J. Dupps Co.—(left to right) R. H. Lamping, vice president and John J. Dupps, jr.

3.—Denman Tire & Rubber Co.—H. F. Webster, vice president and general manager.

4.—Pure Carbonic, Inc.

5.—Continental Electric Co., Inc.—(left) A. A. Hess, Chicago manager.

6.—Lehigh Safety Shoe Co., Inc.—(left to right) A. W. B. Laffey, vice president and sales manager, The National Provisioner; C. M. Mense, president, Lehigh Safety Shoe Co., and Frank Griswold, western manager.

7.—Everhot Manufacturing Co.—(left to right) I. Benes, sales and L. S. Hafner.

8.—Lou Menges & Associates—George Nelke, secretary-treasurer.

ingredients on sausage and other meat products. Also shown were sausage trucks, cutlery, aprons, saws and other items from the extensive line of packinghouse and butcher supplies carried by the firm. A feature of this exhibit was the Everhot "Roastie" packing device for all-link sausage, a new package for merchandising frankfurters. A. C. Flothow was in charge.

LOU MENGES & ASSOCIATES.—Dan Dohm and George Nelke were kept busy continually meeting visitors and explaining the merits of the company's bacon forming press and bacon skinning machine on display. In addition, a new machine just developed by the concern was demonstrated in room headquarters of the Visking Corp. This machine, for peeling skinless franks, was kept in operation and occasioned a great deal of interest, due to its unique method of operation.

THOMPSON & TAYLOR DIVISION, THE WARFIELD CO.—Interest of this booth was enhanced by the fact that many of the sources of supply of natural spices have been affected by world conditions. A complete assortment of fresh natural spices in whole and ground state were on display. On the wall was a "before the war" map showing where cocoa, coffee, sage, pepper, etc. are obtained. Soya flour distributed by Thompson & Taylor, was also featured. Aubrey Voaden and L. R. Wagenseller were in charge of the booth and were assisted by sales representatives.

H. P. SMITH PAPER CO.—The H. P. Smith booth showed excellent taste. Samples of the various H. P. Smith papers, including Freshwrap, Freezer wrap, Packers Oiled White, Sta Tuft and Wet Wax Kraft were displayed prominently. Opposite the paper display were large photographs showing operations of wrapping various meat cuts for shipping, freezing and hot weather shipment. Interest was added to the booth by two photographs of

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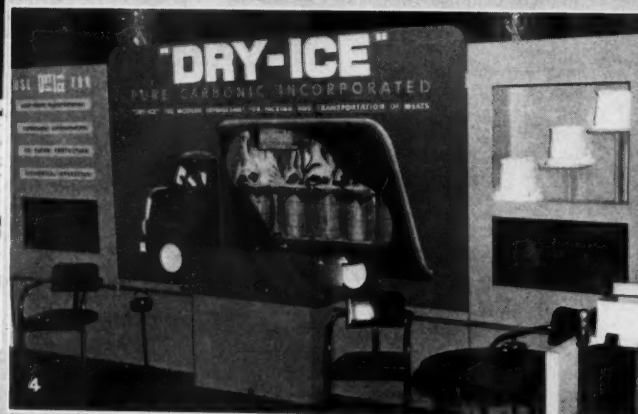
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Lynn Chalmers, radio star, pianist and entertainer, who was a feature of the H. P. Smith hospitality headquarters. Visitors were given sample folders of H. P. Smith papers for later inspection. In attendance at the booth were C. Carr Sherman, president, Ed. Schoenthaler, sales manager, Jack Pendexter, Earl Townsend, Jack Powell and Stuart Morrison, all of the sales staff, F. S. "Andy" Anderson of Jim Duffy, Inc., and Charles Yegge, of the research department.

ALUMINUM COOKING UTENSIL CO.—This booth had an illuminated background showing pictures of the firm's aluminum equipment used in packing plants. In the left foreground was a steam-jacketed kettle. While all aluminum firms are "all out for defense," as is Aluminum Cooking Utensil Co., the company will continue to serve the meat packing industry to the best of its ability. The outstanding merit of its equipment is holding many packers as friends and customers until the present surge for aluminum for defense is over. T. H. Gibson, assistant sales manager, M. G. Armentrout, advertising manager, and B. E. Hiles were genial hosts to many visitors and were always ready to tell them how the company can serve them.

YORK ICE MACHINERY CORP.—The York Flake Frosty Ribbon machine was a center of interest for many packers and sausage manufacturers. Completely self-contained in a steel paneled cabinet little larger than an office file, the unit produces ribbons of ice at the rate of 2,000 lbs. per day. A panel of the newest developments in York Roller-Sealed cold storage doors, valves and fittings, as well as photo-murals of York-Tenderay installations in some of the country's leading firms, were also shown. R. E. Miller, manager, industrial refrigeration division, J. Donald Smith, G. A. Westerlin, C. H. Schicht, C. G. Quermann and F. T. Brandt were hosts.

ALLBRIGHT-NELL CO.—This company's exhibit was designed to introduce Anco equipment and inform the industry of the concern's present activity. The modern display background included an animated picturization of an Anco revolving smokehouse. Other illustrations included photographs of the company's equipment installations in various departments of meat packing plants. John G. Allbright, Norman J. Allbright, Dr. A. O. Lundell and H. A. Scherer were assisted in meeting visitors by K. D. Kubaugh, C. E. Genung, W. D. Broughton, J. A. Julian, A. B. Lloyd, G. H. Stubbs, H. A. Wright, C. W. Marshall, F. C. Gribbon, L. E. Lambert, N. A. Anderson and E. E. Bright.

WESTINGHOUSE ELECTRIC & MFG. CO., LAMP DIVISION.—Sterilamp conditioning, which employs ultra violet radiation as a means of inhibiting bacteria growth on meat, was the main attraction at the exhibit. Used in sales, holding and sausage coolers, the Sterilamp is being widely adopted by packers for keeping all kinds of meat in prime condition. George Payton, who supervises Sterilamp activity in the northwestern territory, was in charge of the exhibit. He was assisted by A. Frankel and C. Flood from the firm's Bloomfield, N. J., lamp division headquarters.

IDENTIFICATION, INC.—The sausage casing with a "zipper" was again an important part of the exhibits. Convention visitors were invited to sample products processed in Zipp casings and served by an attractive hostess. The extensive display of various meat and food products in Zipp casings was of considerable interest. President James H. Wells was assisted by M. J. Leis, sales manager, and Carl Snyder in explaining the merits of the company's products and their easy-to-remove features, which have made such a favorable impression on processors and consumers alike.

Exhibits

(See opposite page)

- 1.—The Aluminum Cooking Utensil Co.—(left to right) M. G. Armentrout, advertising manager; A. W. B. Lafey, vice president and sales manager, The National Provisioner; B. E. Hiles, Chicago district manager, The Aluminum Cooking Utensil Co., and T. H. Gibson, assistant sales manager.
- 2.—The Allbright-Nell Co.—(seated) E. E. Bright, F. C. Gribbon and K. D. Kubaugh. (Standing) J. A. Julian and H. A. Scherer.
- 3.—Identification, Inc.—M. J. Leis, sales manager, and Miss Jean Dupont, hostess.
- 4.—York Ice Machinery Co.—(left to right) J. Donald Smith, assistant manager; R. E. Miller, manager industrial refrigeration division and G. W. Ashlock, industrial refrigeration sales engineer.
- 5.—B. H. Bunn Co.—(left to right) H. E. Bunn, vice president; A. Smith, superintendent, John J. Felin & Co., Inc., Philadelphia, Pa.; Geo. A. Casey, president, John J. Felin & Co., Inc., and C. M. Bunn, sales engineer, B. H. Bunn Co.
- 6.—H. P. Smith Paper Co.—(left to right) S. Morrison and John Powell.
- 7.—Westinghouse Electric & Mfg. Co., Lamp Division, Sterilamp Department.—(left to right) A. Frankel, manager, special products sales department, and C. W. Flood, Sterilamp sales department.
- 8.—Thomson & Taylor Division, The Warfield Co.—(left to right) W. G. Howe, A. E. Staley Mfg. Co., Decatur, Ill.; N. J. Blasius, Thomson & Taylor, and L. R. Wagenseller, Chicago sales manager.

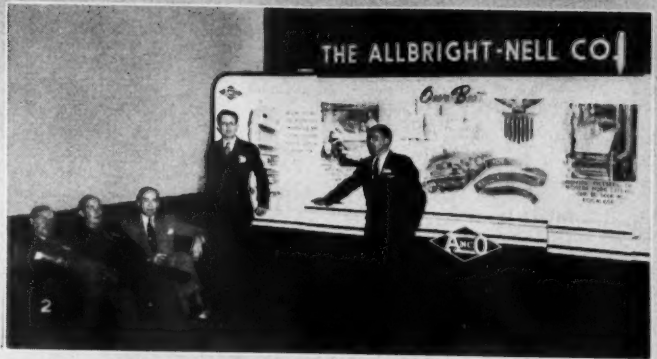
B. H. BUNN CO.—Three attractive machines used for different tying operations attracted considerable interest among visitors at the Bunn booth. One of the machines provides a quick and easy method of tying sausage boxes, picnics and bacon boxes, while a second ties veal rolls, lamb rolls and boned ham. The third machine is used for tying ham and bacon packages. This convention marked the ninth year B. H. Bunn Co. has exhibited. H. E. Bunn was in charge of the booth.

SPERTI, INC., SPERTIFIER DIVISION.—Around a central pillar of ultra-violet lights, which proved to be one of the best attention-attracting mediums in the exhibit halls, were displayed the Spertifier units manufactured and sold by this company, Mr. J. R. Lostro, sales manager, was on hand to meet convention visitors. He was assisted by Roy Simmons and Fred Strombeck. President W. H. Albers also played an important part in explaining the company's system of meat

SERVE EFFICIENTLY

A few of the H. J. Mayer & Sons Co. organization. Seated (left to right) Frank A. Mayer, H. J. Mayer, sr., Charles F. Mayer. Standing (left to right) H. J. Addison, J. O. Strigle and Roger Rath.





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storage employing the use of Spertifier units for improving cooler conditions and enhancing the quality and appearance of meats.

ADVANCE OVEN CO.—This concern featured two pieces of equipment that have been finding wide favor with meat packers—the Advance meat oven and Advance unit for crusting and browning meat loaves. The gleaming enamel of the oven on display, the careful construction and many other features served to provide many interesting details which were explained by Henry Rottersman, president, and Emil Rottersman, sales manager. The fine reception given to Advance equipment by convention visitors furnished an excellent testimonial to the progress being made by this exhibitor in serving the industry.

NATURALUX PRODUCTS CORP.—One of the busiest spots at the convention was the booth displaying the new Naturalux Pliofilm casings, made especially for liver sausage, head cheese, pork rolls, blood pudding, chicken loaf and other fresh cooked products. Visiting packers and sausage manufacturers showed keen interest in the freshness and eye-appeal of the finished sausage shown. Products on display were prepared by Geo. Kern & Son, Sugardale Provision Co., Emhoff and Cezanne, Brooklyn Packing Co. and the Zion National Kosher Sausage Co.

CARRIER CORP.—Working out a new slant for attracting attention at the convention, the Carrier Corp. devoted its entire exhibit space to a shooting gallery, designed for the occasion by W. B. Rorison. Five targets captioned: Hog Coating, Quick Chill, Cold Diffusers, Conditioned Smoking and Conditioned Operations evaded most of the pop-gun sharpshooters. When properly hit they added up to "Increased Yield." Four other targets: Centrifugal Refrigeration, Truck Refrigeration, Unit Heaters and Office

conditioning brought up the second sign, "Utilities Economics." Background of the exhibit featured the ordnance emblem and the "Navy E" which has been awarded Carrier for excellence in production of refrigeration equipment for the Navy. In attendance were C. I. Elliott, W. B. Rorison, Ed. Bailey and Rose Marie Dempsey, Carrier's hostess for the past five years.

DENNISON MFG. CO.—This is the second year the company has exhibited at the convention. The exhibit theme was "Meeting BAI Requirements." A refrigerated case filled with sausage products, tagged, labeled and banded according to BAI requirements, occupied the center of the exhibit. Much interest was shown in the technique for attaching tags and bands. A. Hally, who is responsible for the frankfurter and sausage banding developments, was in charge and was assisted by Chicago representatives Ray Kantz; Dick Hayes; Bill Weilert; Stuart Meadows; Moss Alex; Tom Bundy; Jim Gardner, sales manager; Walter Somerville, regional manager; J. T. Dennison; J. P. Farrell; J. Mulligan, and S. Tejcek. Headquarters representatives included R. A. Maish, director of distribution; J. J. Ford, advertising manager, and Bill Murray, banding specialist. Peter Schneider, regional manager, Cleveland, was also present.

INTERNATIONAL SALT CO., INC.—This booth featured the Lixate process for making quality brine from rock salt. Lixate brine is used extensively in meat plants for curing, refrigeration and other purposes requiring a clean, clear and pure brine. A lixator was operated during the convention making brine from recommended grade of Sterling rock salt sold by the firm. Retsof, Detroit and Avery grades of Sterling rock salt used in the Lixate process were exhibited with high grade evaporated salt. A. J. Hulsebosh, sales department; W. M. Johnson, field en-

Exhibits

(See opposite page)

- 1.—Dennison Mfg. Co.—(left to right) J. H. Mulligan and Wm. M. Murray, sales department; A. A. Hally, distribution division, and J. T. Dennison, service manager.
- 2.—Carrier Corp.—(left to right) Miss Rose Marie Dempsey, W. B. Rorison and E. A. Bailey.
- 3.—Wilson & Co., Geladip Department—R. P. Vallee.
- 4.—Oakite Products, Inc.—(left to right) Mort Inglis and Jack Hayes, sales.
- 5.—International Salt Co., Inc.—(left to right) W. M. Johnson and A. J. Hulsebosh, field engineers.
- 6.—Advance Oven Co.—(left to right) Henry Rottersman, president, and Emil Rottersman, sales manager.
- 7.—Sperti Inc., Spertifier Division.—J. R. Lostro, sales manager.
- 8.—Naturalux Products Corp.—(left to right) H. Lassar, president; Harry Rosenfeld, chemist; Jay Bowman, American Meat Institute research laboratories, and L. A. Goodman, technical director, Naturalux.

gineer; Dr. C. D. Looker, director of research, and L. J. Ettinger, jr., were in attendance.

OAKITE PRODUCTS, INC.—A complete line of Oakite products used by the meat packing industry was on display at this attractive exhibit. The feature, the "Oakite" solution-lifting steam gun, created considerable interest among convention visitors. Designed to meet tough cleaning problems, the Oakite steam gun saves time and money in cleaning smokehouse walls, hog dehairing equipment, hashers, conveyors, viscera tables, etc. On hand to greet packers and sausage manufacturers this year were J. C. Leonard, John S. Hayes, H. C. Hols and E. J. Holliston.

WILSON & CO.—An attractive display of product treated with Geladip, the new covering introduced a little more than a year ago, highlighted the Wilson exhibit. Various types of meat loaves, cooked hams, blood and tongue sausage, ready-to-eat picnics and head cheese, all coated with Geladip, were artistically arranged in a lighted display case. A bat and baseball made of Theuringer and two footballs of sausage meat, all dipped in Geladip, tied in with the World's Series and the opening of the football season. H. W. Hamilton, manager of Geladip division, was in charge of the booth. He was assisted by R. P. Vallee.

THEY KNOW GOOD SALT

Diamond Crystal Salt Co. representatives: Seated (left to right) L. M. Fitzhugh, Chicago; A. F. Jaumann, Cleveland, and Joe Conklin, Chicago. Standing (left to right) C. C. Van Dyne, Chicago; H. B. Baldwin, Detroit, division manager, and P. T. Green, Chicago, division manager.





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Hospitality Headquarters Are Happy Meeting Places

THE traditional spirit of hospitality and friendliness always associated with American Meat Institute conventions was more than upheld this year by the suppliers, equipment firms and industry personalities who maintained rooms on the upper floors of the Drake, Knickerbocker and Lake Shore Drive hotels.

Tired conventioners found these hospitality rooms an ideal escape from the press of convention activities. In them they renewed acquaintance with packers and supplier friends from all parts of the country.

There was much conversation, both personal and business, as the visitors rested and enjoyed their refreshments.



Some of the firms displayed their products in their rooms and several interesting new mechanical developments were shown. Problems confronting packers were ironed out in the daily exchange of experiences.

Packers will long remember their visits to the headquarters as highlights of the 1941 convention.

DIAMOND CRYSTAL SALT CO., INC.—Never a dull moment was the atmosphere in the Diamond Crystal Salt hospitality headquarters this year. There was always someone on hand to explain details of the Alberger process of producing salt. Headed by Dr. J. A. Dunn, technical director, the Diamond Crystal Salt hosts included P. T. Green, Chicago division manager, C. C. Van Dyne, Lloyd Fitzhugh, H. P. Baldwin, central division manager and last, but not least, A. J. Jaumann of Cleveland who was again accompanied by Mrs. Jaumann who always helps to make things gay.

PURE CARBONIC, INC.—Pure Carbonic had a full staff on hand this year at its friendly headquarters to greet visitors and explain the advantages gained from using dry-ice for refrigerating truck and freight car ship-

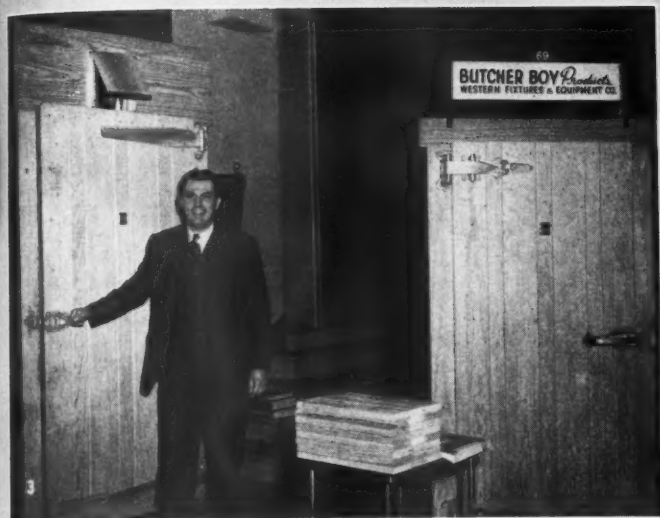
READY TO MEET THE NEEDS OF THE MEAT INDUSTRY

1.—Celebrating the organization's 21 years of service, staff of the Griffith Laboratories, Chicago, was brimming with enthusiasm. In this photo taken at the Griffith exhibit, E. L. Griffith, president, is standing in the center of the group. Others in the photo include (l. to r.) R. R. Dwyer, E. L. Hall, I. T. Suits, Albert Szafranski, W. E. Anderson, L. E. McCrath, M. C. Phillips, A. J. Ryan, George Lovell, R. F. Stutz, L. W. Levy, C. A. Wood, Maurice Rector and W. A. Young.

2.—Transparent Package Co. convention representation. Seated (l. to r.): M. L. Hofman, M. L. Rosenthal, T. T. Morrow, advertising manager, D. A. Heyne and E. Meyer. Standing: Q. S. Nelson, D. D. Pollock, R. L. Atkinson, president, L. B. Tauber, E. O. Johnson, vice president, E. E. Northway, M. Craig and B. J. Wein.

3.—On hand for Pure Carbonic, Inc., were (l. to r.) J. E. Foltz, Chicago sales; A. S. Maczko, St. Louis district manager; E. P. Mitchell, Chicago sales; L. F. Kilmarx, general sales manager; C. W. King, Chicago district manager; Howard Day, Cincinnati district manager, and R. C. Peters, Kansas City district manager.

4.—Admiring this appetizing Tenderay beef poster in the Westinghouse Tenderay hospitality rooms are (l. to r.) R. E. Miller, manager, industrial refrigeration, York Ice Machinery Co.; C. L. Arnold, director of research, Kroger Grocery & Baking Co.; Lou Menges, manager Tenderay department, Westinghouse Tenderay division; H. J. Hoffman, manager Westinghouse special products division; E. F. Edwards, branch manager, York Ice Machinery Co., St. Louis, and A. Frankel, sales manager, Westinghouse special products division.



ments. Headed by L. F. Kilmarx, assistant sales manager, the staff included C. W. King, Chicago district manager, E. T. Mitchell, J. Walker, J. C. Sabath, J. C. Foltz, E. Tomberlain, all of the Chicago sales office. Howard Day, Cincinnati district manager, R. C. Peters, Kansas City district manager, A. S. Maczko, St. Louis district manager, T. H. Townsend, Indianapolis district manager, J. Kuchen-

Exhibits and Room Displays

- 1.—Rolle Vegetable Juices, Inc.
- 2.—J. S. Hoffman Co.—(left to right) Harry I. Hoffman, president, and J. W. Klapper, sales manager.
- 3.—Western Fixtures & Equipment Co.—George W. Slopa, secretary.
- 4.—Aromix Corp.—Room display of the firm's line of seasonings.
- 5.—John Opie, Sheet Metal Engineering Co., demonstrating boneless ham stuffing equipment.
- 6.—W. E. Stone (left), Met-L-Wood Corp., demonstrates features of Silvercel cooler insulation to L. I. Norton, The National Provisioner.
- 7.—A. C. Boitel demonstrates Stoffel's automatic seal tagging machine in Visking convention headquarters.

brod, Louisville, A. J. Granata, New York, and C. A. Dunn, Milwaukee.

JOHN E. SMITH'S SONS CO.—Packers and sausage manufacturers visited Buffalo headquarters, which was again one of the most popular at the convention. The helpful and genial staff, headed by R. C. Smith, president, did anything possible to assist guests in analyzing their problems and offered expert advice to all seeking to cut costs or improve products. Assisting Mr. Smith in offering this aid were W. J. Richter, vice president, Baldwin Smith, sales manager, A. B. Chase, W. B. Richter, J. B. Sabean, L. F. Wiltshire, R. H. Marks, H. K. Hirsch, H. J. Horton and Herbert Hunn, chief engineer.

TRANSPARENT PACKAGE CO.—"Club Tee-Pak" is growing yearly in popularity with convention visitors, and the steady stream of visitors to room M-18 indicated that 1941 attendance at the company's headquarters exceeded all previous records. The comfortable atmosphere, the perfectly handled setting, the delicious refreshments and the extraordinary efforts of the Tee-Pak staff contributed to making "Club Tee-Pak" one of the best-liked day spots at the convention. Entertainment was available for guests, and the company's photographer provided unusual souvenirs of the convention in the form of candid photos in handsome folders. Entertaining of "Club Tee-Pak" visitors was directed by president R. L. Atkinson, vice-president E. O. Johnson, advertising manager T. T. Morrow, M. L. Hofman, M. L. Rosenthal, D. A. Heyne, E. Meyer, Q. S. Nelson, D. D. Pollack, L. B. Tauber, E. E. Northway, M. Craig, B. J. Wein and Canadian representative E. T. Webster.

WILLIAM J. STANGE CO.—It was a "record-making occasion" at Stange headquarters. Complete equipment for making professional-type voice recordings was available and packer visitors were invited to make souvenir recordings to take home for their families and friends. The company's genial Mr. King was active in caring for the needs of guests, and the hospitality extended by president Wm. B. Durling, secretary-treasurer Frank M. Hartigan, sales manager Joe Graf, chief chemist Aladar Fonyo, V. E. Berry, Ray F. Beerend, "Pee Wee" Hughes, H. M. Wedin, T. L. Allen, J. B. McKeane, Irving Zeiler, David J. Rintelman and Joseph Adams put every visitor at ease.

IDENTIFICATION, INC.—The ability of James H. Wells, president, to contribute to the comfort and pleasure of guests and the practical operating and manufacturing experience of sales manager M. J. Leis was a combination packers enjoyed. Together these gentlemen did an excellent job of making their headquarters a good place in which to relax. Samples of "Zipp" casings were shown before and after stuffing as an interesting supplemental feature.

INTERSTATE FOLDING BOX CO.—Advocates of "Sterilined" lard con-

FROM TAPS TO REVELRY

1.—Conviviality in the Mongolia headquarters. Left to right: Andrew Terry, Mongolia Importing Co.; W. B. Rider, John Milder & Son; George Terry, president, Mongolia; C. R. Vann, Geo. A. Hormel & Co.; A. R. Seaberg and H. H. Chichester, Wilson & Co.

2.—E. D. Henneberry (left), president, Hull & Dillon Packing Co., Pittsburg, Kans., with niece, Miss Mary McNally, brother, John J. Henneberry of Chicago, cousin, Miss Frances Stanton, and G. W. Russell, York Ice Machinery Corp.

3.—General view in Visking Corp. hospitality headquarters.

4.—A good time was being had by all in the Traver Corp. inner sanctum. Rejoicing gentlemen are (first row, l. to r.) Paul G. Traver, George Traver, V. J. Sheridan and C. W. Green. Behind them stand M. J. McEnery and C. D. Ackermann.

5.—Here is the Oppenheimer Casing Co. convention crew. Seated (l. to r.): Martin Hirsch, vice president; Seymour Oppenheimer, vice president, and M. S. Holstein, sales manager. Standing: W. D. Berger, assistant sales manager, H. C. Flonacher, Roy Bloom, Edward H. Oppenheimer, vice president, Joseph Burke, S. A. Greenfield, Joe Messing, Gordon Nussbaum, H. Tiefbrunner, M. Samler, Arthur Luft and L. E. Breadman.

6.—U. S. Slicing Machine Co. manpower (l. to r.): Z. K. Lamber, E. H. Nicholson, sales department head; H. C. Pfister, vice president; Henry Neckle, J. B. Herstein, Earl Hill, director and special packers' representative, and H. E. Woodington.

7.—One of the many tables of gay conventioners at the annual dinner dance. This year the popular affair was held in the Drake hotel ballroom.

8.—Berth. Levi men play host to some Minnesota sausage manufacturers. The group includes (l. to r.) John Fischer, Purity Sausage Co., Mankato, Minn.; N. B. Berkowitz, Berth. Levi; Bill Johnson, Standard Sausage Co., Minneapolis; Julius Maurer, St. Paul Sausage Co.; Allie Bohner, Purity Sausage Co.; Fred Rau, St. Paul Sausage Co., and Martin D. Levi, Berth. Levi.

9.—At Fearn headquarters, E. Wollmerhauser (left), Wollmerhauser Sons Provision Co., St. Louis, is seated with Kuhner Packing Co. men L. J. Fulton, H. L. Fisk, Fay Crisley, Ralph St. John and M. C. Hobbick. Standing quartet includes (l. to r.) H. E. Allen, president, Fearn Laboratories; N. Miller, American Packing Co., St. Louis; Bill Manning, Kuhner Packing Co., and W. E. Kicker, Fearn sales manager.

10.—T. Halpin (left), Schrader's Meat Products, Inc., Rochester, N. Y., with Russell Schrader of the same firm, E. F. Beck, Beck Ham Co., Rochester; W. C. Young, Griffith Laboratories, and L. R. Stupnick, Mongolia Importing Co.

11.—Closest to table are (l. to r.) H. J. Addison, H. J. Mayer & Sons Co.; Henry J. Horton, John E. Smith's Sons Co.; Matt Brown, Great Falls Meat Co., Great Falls, Mont. (arm extended); and L. Eicher, John Lewis & Co., Spokane. In outer

semi-circle are Paul Heath, superintendent, L. S. Briggs, Inc., Washington, D. C.; George Perry, Visking Corp.; Roger Rath (standing), H. J. Mayer & Sons; Edward Hines of Visking; R. S. Hathaway, John Lewis & Co., and Frank A. Mayer and H. J. Mayer, sr., H. J. Mayer & Sons Co.

12.—Seated (l. to r.): H. L. MacWilliams, Hygrade Food Products Corp., Buffalo; Bill Kaspar, canning sales, Wilson & Co.; John W. Pennell, vice president, Arrow Provisions, Inc.; Decatur, Ala., and Harry Vibbert of Hygrade, Pittsburgh. Standing: George Rinder, secretary, K. & R., Inc., Hastings, Neb., and George Mechling, Hygrade, Detroit.

13.—Seated (l. to r.) are Max Seidel, Gerber Sausage Co., Buffalo; Ernest Haberle, president, H. C. Bohack Co., Inc., Brooklyn; John Max Weyer, president, Van Loan & Co., Inc., and Paul G. Bohack, director, H. C. Bohack Co. The vertical gentlemen are Jack Haug, Van Loan & Co.; P. J. Braun, A. E. Staley Mfg. Co.; S. S. Snell, Staley sales manager; Albert A. Gillings, Van Loan; H. R. Streckert, pork superintendent, H. C. Bohack Co., and Joe Kirschner, president, Kirschner Packing Co., Augusta, Me.

14.—Club "Tee-Pak" was a popular rendezvous before the dinner dance, as well as during the entire convention. The photo shows a typical group of guests.

15.—C. S. Herrud, vice president, Herrud & Co., Grand Rapids, Mich., enjoys brighter side of convention in company of (l. to r.) Mrs. W. B. Durling, Mrs. J. B. McKeane, Mrs. Ted Lind, Mrs. Herrud and Mrs. Joe Graf at Wm. J. Stange Co. headquarters.

16.—Dining in the Lantern Room at the Drake are D. J. Harrison (facing camera), president, C. A. Durr Packing Co., Utica, N. Y.; B. W. Rice, president, Interstate Casing Co. (features obscured); Miss M. P. Durr, vice president, C. A. Durr Packing Co.; A. P. Carpenter, assistant to Mr. Harrison; A. H. Goodwin, Interstate Casing Co., and Mrs. D. J. Harrison, chairman of the board of the Durr company.

17.—Seven good men and true, mostly from Buffalo. Front row (l. to r.): W. A. Zweigle, president, Zweigle Bros. Rochester, N. Y.; F. Wardynski, president, Frank Wardynski & Sons, Buffalo; Mike Kraus, Independent Casing Co., and W. C. Young, Griffith Laboratories. Backing them up are J. Dziminski, president, Pasco Meat Products, Inc., Buffalo; Jack Sabean, John E. Smith's Sons Co., and C. A. Beckman, Visking Corp., Buffalo.

18.—They're from the East: I. E. Kimelman, Philadelphia Boneless Beef Co.; Harry J. Carley, packinghouse products broker, and A. Cooper, B. S. Pincus, Inc., also of Philadelphia; J. Goldberg, Union Premier Food Stores, and E. Schwitzke. The latter is assistant secretary, Trunz, Inc., Brooklyn.

19.—In Sylvania headquarters. Left to right: V. Winkler and Bob Blumer, Sylvania Industrial Corp.; Richard von Schrenk, assistant to the president, The National Provisioner, and Herman Davis, L. R. Swift, and G. W. Smale, of Sylvania.

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tainers, Interstate vice-president T. W. Ross and his able representatives G. B. Kamerer and W. C. Hurd are masters in the art of extolling the merits of their product and providing refreshments and hospitality for visitors. They did an excellent job at their convention hospitality headquarters.

VISKING CORP.—Education and entertainment were expertly combined in the 1941 hospitality headquarters of the Visking Corp. Hostesses were provided to care for the refreshment needs of visitors. There was plenty of room for everyone, and the show's most amusing and intriguing souvenir helped to make a visit memorable. Several new pieces of equipment, designed to help packers do a better job, were on exhibition. President E. O. Freund, vice president Howard R. Medici, sales supervisor E. J. Marum, advertising manager W. R. Hemrich and his assistant Oliver Goldsmith were on hand to meet visitors. The entire sales staff was also present, including H. R. DeCressey, Frank A. Kennedy, L. D. Foran, H. J. Elliott, H. A. Lotka, G. M. Granath, W. F. Hasson, C. W. Whitford, Alec Chessner, F. G. Adams, A. W. Peters, E. H. Hines, A. S. Houston, E. B. Cahn, C. A. Beckman, S. D. Collins, L. E. Houck, J. V. Milio, E. C. Cross and David Nay.

PRESERVALINE MFG. CO.—Lee Kenyon, general sales manager, was the genial host at "Preservaline" headquarters again this year. He was assisted by a staff of experts who were eager to serve the visitors who flowed to their suite. Packers and sausage manufacturers always look forward to a visit to the "Presco" rooms because they know that this firm's 62 years of experience in supplying the industry with a famous line of curing compounds, seasonings and other essential processing materials enables the staff to pass on helpful advice to solve meat problems. Assisting Mr. Kenyon this year were John Edwin Brown, John A. Dier, Hans Daube, Edward Gisch, Andrew J. Schnell, Louis Rosmarin, Selwyn Rubin, George Temmerman, Charles A. Van, Chas. Warmbold, Paul C. Schmidt, A. Scheyer and Karl Rein. Some of the industry's most prominent people were found in "Presco's" rooms during the convention.

H. P. SMITH PAPER CO.—One of the most popular suites at the convention was the H. P. Smith hospitality headquarters. Here was entertainment with a capital "E". After being greeted at the door by a friendly member of the staff, guests were escorted to the photographers' department where their pictures were taken behind bars in a jail atmosphere, with or without benefit of jailer in uniform. Lynn Chalmers, radio star of NBC and WGN, pianist and song stylist, also entertained the guests. If the vocal cords were in shape, you probably joined in a song or two. If you didn't, it wasn't because Hal Barber, master of ceremonies, didn't put you in the mood. Hal is a well-known entertainer in Chicago's "Hot

Genial Hosts Meet Hosts of Friends

1.—J. S. Hoffman Co. Inc. (Seated) President Harry I. Hoffman. (Standing, left to right) J. E. Staren, H. Mizruchy, J. J. Zahler, J. W. Klapper, O. R. Christiansen, Chas. Barbosky, M. E. Bush.

2.—General view of the hospitality headquarters of the Oppenheimer Casing Co.

3.—Glidden Co. (Left to right) Ed. Auge, Auge Packing Co., San Antonio, Texas; Herman Waldman, Glidden Co.; Mrs. Ed. Auge; William A. Diggins, David Davies, Inc., Columbus, O.; Ray Seipp, A. A. Levinson and Morris Dever, all of the Glidden Co.

4.—Traver Corp. (Back row, left to right) V. J. Sheridan, sales manager; G. W. Green; D. E. Noel; Geo. W. Traver, president; Harry H. Pfel, Waldo Pkg. Co., Sandusky, O.; C. D. Ackerman; Les Hart, Watson & Co., Chicago; Elliott Burlock; M. J. McEnery, jr.; John Weinrich, Wilson & Co., Chicago. (Front row, left to right) Miss Schollian; Mrs. Geo. Traver; Phil H. Sheridan, Cudahy Pkg. Co.; Mrs. Phil Sheridan; Mrs. Harry Pfel; Mrs. John Weinrich; Mrs. Elliot Burlock; Mrs. Vincent J. Sheridan; Mrs. Paul Traver and Paul Traver.

5.—Magnolia Importing Co. (Seated, left to right) David Hight, sales manager; George Terry, president; Andrew Terry, vice president. (Standing) J. F. Berliner; L. R. Stupnick; P. H. Turner and Geo. F. Reichert, all of Mongolia staff.

6.—Vilter Mfg. Co. (Seated) H. K. Gillman, Tobin Packing Co., Ft. Dodge, Ia.; Mrs. Ferguson; F. W. Hagerman, Tobin Packing Co., Ft. Dodge, Ia.; Mrs. "Cop" Taylor. (Standing, left to right) John Heinzelman; C. E. Rumsey, Henry Muhs Company, Passaic, N. J.; Mrs. John Heinzelman; "Cop" Taylor, A. M. Beyer Co.; Mrs. Deane Perham; F. D. Kirk and Deane Perham.

7.—E. I. du Pont de Nemours & Co., Cellophane Division. (Left to right) A. W. Shaffer, special representative; J. A. Shellenger, J. C. Couturier, E. E. Quigley, F. B. Dadmun, all of whom are in the sales department.

8.—Corn Products Sales Co. (Seated, left to right) B. M. Morse, Dr. J. H. Buchanan, J. P. Russell. (Standing, left to right) V. C. Shockley, R. H. DeWater, A. P. Jaeger, T. C. Clawson, H. A. Crown, M. D. Molin and G. A. McDonald.

9.—Visking Corp. (Seated, left to right) J. D. Foran, H. R. DeCressey, H. J. Elliott, Howard R. Medici, vice president; Edward J. Marum, sales supervisor; H. A. Lotka, G. M. Granath, F. A. Kennedy. (Standing, left to right) W. F. Hasson, C. W. Whitford, Alec Chessner, F. G. Adams, A. W. Peters, E. H. Hines, A. S. Houston, E. B. Cahn, C. A. Beckman, Oliver Goldsmith, S. D. Collins, L. E. Houck, J. V. Milio, E. C. Cross and David Nay.

10.—Wm. J. Stange Co. (Seated, left to right) Boyd McKeane, H. A. Wedin, W. B. Durling, president; Joe Graf, sales manager. (Standing, left to right) Aladar Fonyo, chief chemist; Joseph Adams, T. L. Allen, David J. Rintelman, Ray Beerend, H. A. Hughes, V. E. Berry, Irving Zeiler and Ted Lind.

11.—American Can Co. (Seated, left to right) H. A. Pinney, sales manager; T. H. Hocker, director of purchasing, Geo. A. Hormel & Co., Austin, Minn., and M. P. Cortelet. (Standing, left to right) J. M. Nicoll, C. Fago, and Walter C. Schultz.

12.—H. P. Smith Paper Co. (Left to right); P. J. Massey; C. Carr Sherman, president; Ed. Schoenthaler, sales manager; Earl Townsend, Jack Pendexter, Katherine McGillis, John Powell, Jim Scofield and Stuart Morrison.

Spots" and a good dispenser of mirth. Members of the headquarters staff were C. Carr Sherman, president, Ed. Schoenthaler, sales manager, Jack Pendexter, Earl Townsend, Jack Powell, Stuart Morrison, Chas. Yegge, and F. S. "Andy" Anderson of Jim Duffy, Inc.

TRAVER CORP.—Traver suite at the Drake was a center of hospitality for meat packers. A steady flow of visitors gave proof of the popularity of the Traver organization. Acting as hosts were George Traver, president; Paul Traver, Vincent Sheridan, general sales manager; C. D. Ackerman, M. J. McEvery, and George Green, assistant to George Traver. On Sunday, Mr. and Mrs. George Traver and Mr. and Mrs. Paul Traver entertained a group of meat packing company executives and their wives.

VILTER MFG. CO.—Room 807 at the Drake was synonymous with hospitality. During the convention many of the Vilter company's friends and customers made themselves at home. They also learned that the snow produced by the Vilter Pak-Icer is used for purposes other than grinding sausage. For one

thing, it takes the tinkle out of tinkling glasses. Present were Frank D. Kirk, general sales manager, who incidentally is well-informed on certain problems of the refrigeration industry, Chas. J. Heinzelman and J. A. Heinzelman.

AROMIX CORP.—Aromix headquarters was certainly a popular place during the convention. Julius Lipton, president, and his staff were kept busy. A. F. Zavodsky, chief chemist, was on hand with S. Ray Waite and M. E. Schultz to help Mr. Lipton entertain visitors. An attractive display on a table showed the various Aromix products, namely: seasonings, fat emulsifiers, binders and liquid cures. The room was attractively arranged with tables and chairs to give the proper "make yourself at home" environment.

JOHN J. DUPPS CO.—Rujak headquarters was found in good hands with John Dupps, president, entertaining packer friends. He was ably assisted by his son, John Dupps, jr., and Bob Lamping, who are getting to be old hands as conventioners. Unfortunately, Al Kreuer could not join the others this year in welcoming visitors and telling them the latest improve-

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ments in rendering equipment and methods.

OPPENHEIMER CASING CO.—Harry D. Oppenheimer is one of the best known figures in the industry, and sons Edward and Seymour are fast gaining the appreciation of packers and sausage manufacturers for their ability as hosts. Other company offi-

cials and representatives present included vice president Martin Hirsch, sales manager M. S. Holstein, assistant sales manager Wm. D. Berger, Roy Bloom, H. C. Flonacher, Joseph Burke, S. A. Greenfield, Joe Messing, Gordon Nussbaum, H. Tiefbrunner, Myer Samler, Arthur Luft and L. E. Breadman. Buffet lunch and refreshments were

provided for guests. The constant flow of visitors into Oppenheimer headquarters was an excellent testimonial to the hospitality extended.

J. S. HOFFMAN CO.—The first impression a visitor received at Hoffman headquarters was amazement at the wide variety of food items handled by the company, all of which had been expertly arranged to form a most attractive and effective display. Fine meat products, specialty and process cheeses, quality sausage, meat delicacies and other items designed to offer profit possibilities for packers and sausage manufacturers were included in the items shown. President Harry I. Hoffman, who headed the Hoffman delegation, had good reason to be proud of the job done by his organization in receiving visitors. He was aided by J. W. Klapper, John E. Staren, J. J. Zahler, O. R. Christiansen, Charles Barbosky, M. E. Bush and others of the company's sales and executive staff.

CARRIER CORP.—A continuous reception was held at Carrier hospitality headquarters at the Drake where demonstrations and lectures were given on the Carrier centrifugal machine, as well as an educational sound picture "Weather by Carrier." The film was shown many times for the enjoyment of Carrier's stream of guests by C. I. Elliott, W. B. Rorison and Ed Bailey.

YORK ICE MACHINERY CORP.—The York hospitality headquarters at the Drake was one of the highlights of the convention. R. E. "Bob" Miller, J. Donald Smith and members of the sales staff offered their guests helpful and valuable information on all York refrigerating equipment. Visitors took advantage of the expert knowledge of-



CAUGHT BY THE CAMERA

TOP.—An artistic display of Milprint-wrapped hams formed a striking background for this group of Milprint representatives. In the front row (left to right) are Philip Kappes, Indiana representative; Marc Scheumann, superintendent, E. Kahn's Sons, and G. Willard Meyer, Milprint divisional sales manager. Back row (left to right) Jim Baker, manager, meat packers' division, and Warren Anderson, sales department.

CENTER.—Visitors found the Spencer Kellogg & Sons Co. hospitality room a pleasant place to visit. Shown in the photo (seated) are Seymour S. Fogan, Spencer Kellogg; T. G. Strange, Carolina Packing Co., and H. A. Olendorf, Spencer Kellogg. Standing (left to right) are H. M. Rice, H. R. Parr and A. R. Runkle, all of Spencer Kellogg.

BOTTOM.—Packers and brokers alike found Harry Lax of the F. C. Rogers Co., Philadelphia, a genial host. Seated at his left are D. R. Howland, president, Miller & Hart, and Richard Rezanka, also of Miller & Hart. Standing from left to right are Charlie Nowe, J. T. Taylor Brokerage Co., Harry Currentz, local and western shipper, and Henry F. Lichtman, Rose Packing Co., Philadelphia, Pa.

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Problem in Packaging

WHAT would you do if just when you were taking life easy at the ripe old age of 600 years, someone handed you a tough packaging problem to solve? It happened to Noah.

He was assigned to build the Ark. No easy job. It had to hold two of every living thing. It had to be sturdy enough to stand 40 days and 40 nights of rain. It had to be just the right shape and size.

And Noah came through.

Many manufacturers have been faced

with packaging problems very like Noah's. They needed new packages that would completely protect their products. Packages of a certain shape and size that would be economical to fill, pack, and ship. They needed old packages re-designed.

And Continental came through.

We've been helping businessmen solve packaging problems for 36 years. We've been asked: "How can I cut down my shipping costs?" "How can I speed up my packaging operations?" "How can I keep

air out of my container?" "How can I make it more attractive?"

Through our complete packaging service—our research laboratories, our design and development experts—we've been able to answer these and thousands of other questions ranging from construction to marketing.

Do you want a packaging service that recognizes the *combined* importance of cost, display, protection and convenience? Then call for Continental. We'll be glad to help.

CONTINENTAL CAN COMPANY

New York

Chicago

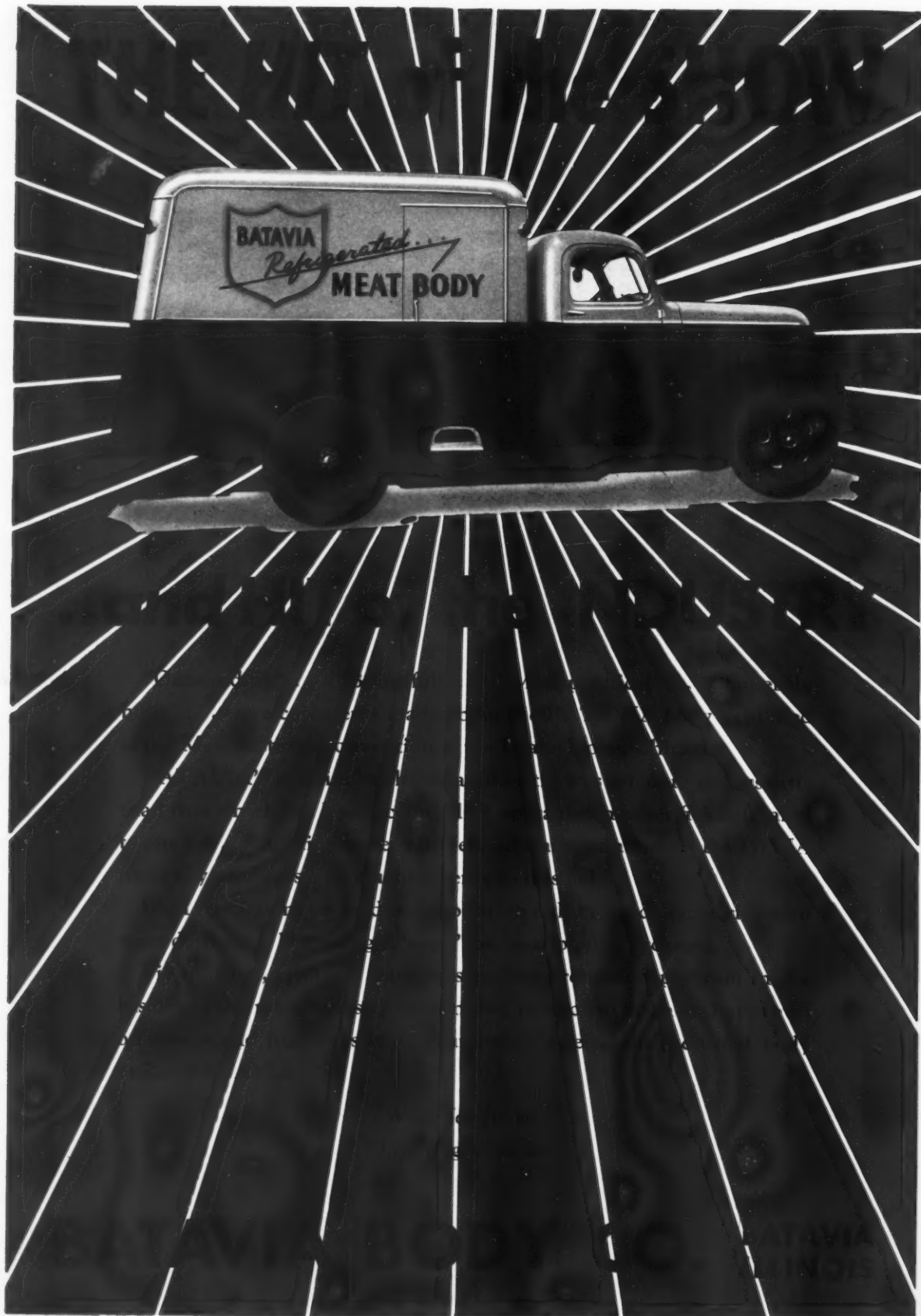
San Francisco

Montreal

Toronto

Havana





ferred them and agreed that the information obtained made this convention one of the best ever.

HERCULES POWDER CO.—Packer visitors who met in the Brisco headquarters at the Drake this year were given helpful information about the Brisco thermoplastic compound, especially designed to provide a rapid and effective means of removing from hog carcass any hair remaining after the regular dehairing operations. R. T. Yates, manager, domestic sales, who was assisted by G. T. Underwood, sales department, explained the two methods used in applying Brisco.

CORN PRODUCTS SALES CO.—Headquarters of Corn Products Sales was more popular than ever this year. Dr. J. H. Buchanan led his "Cerelese sugar cured boys" in giving guests expert advice on curing problems. Packers and sausage manufacturers asked many questions regarding the use of Cerelese in sweet pickle, dry cures and in making sausage. Members of the staff included J. P. Russell, technical sales division, H. A. Crown, B. M. Morse, A. P. Jaeger, V. C. Shockley, R. H. De Waters, T. C. Clawson, M. D. Mullin and G. A. McDonald.

H. J. MAYER & SONS CO.—The family members of the Mayer firm, with their able assistants, again succeeded in making their headquarters room one of the most popular spots at the convention. Sandwiches of ham, sausage and other products made by the Mayer family were served by an attractive hostess. A refrigerated display case contained a large number of examples of Mayer handiwork. H. J. Mayer, sr., Frank A. Mayer, Charles F. Mayer and S. A. Mayer were present to meet visitors, and were aided by Roger Rath, J. O. Strigle and H. J. Addison.

CINCINNATI BUTCHERS' SUPPLY CO.—President Herman Schmidt, vice-presidents Oscar C. Schmidt, sr., and Wm. C. Schmidt, did honors for the "Boss" delegation from Cincinnati at the firm's room headquarters in the Drake. Lou Rosenberg was on hand to represent the Chicago office. Other members of the sales staff supplemented the efforts of the executive staff to make visitors feel at home. This company has always been a leader in its field, and the discussions on pressing packer problems that prevailed indicated that the concern's representatives are dependable sources of equipment information for convention guests.

BERTH. LEVI & CO.—Fine foods, excellent beverages and genial hospitality always prevail at Berth. Levi convention headquarters. Combine these with the unusual ability as hosts that the entire executive and sales staff of the company possess, and there is what amounts to a "must" on any packers' list of visits to hospitality headquarters. Vice presidents David A. Weill and Martin D. Levy were aided in greeting guests by assistant manager Leonard D. Weill and assistant treasurer Harold



Levi. Other staff members present included Mike Baker, Al Byk, Duke Reichenbach, E. Hertz, Stanley Gershel and Al Freud. As usual the Berth. Levi rooms were expertly decorated and carefully planned for guests' comfort.

SYLVANIA INDUSTRIAL CORP.—This year, as at past conventions, Sylvania Sylphcase hospitality headquarters was one of the most popular spots at the Drake. A constant flow of packers and sausage manufacturers visited the Sylphcase rooms to relax and receive helpful information on sausage and meat packaging problems from the sales staff. The company delegation was headed by the well-known R. G. "Jerry" Akin, general sales manager of the Sylphcase division of Sylvania. Featured this year was the new Sylvania cylindrical ham jacket. This new casing provides a veritable "strait jacket," as the ham retains its cylindrical shape, allowing uniform slicing of all parts of the ham.

LIQUID CARBONIC CORP.—The "Red Diamond" representatives, Robert Matthei and C. R. Skidd, played an important part in company hospitality headquarters to add to the pleasure and enjoyment of packers attending the convention. These men have long advocated the "wet ice-dry ice" method for transport refrigeration, and have done much research to improve meat storage conditions using dry ice. Mr. Matthei and Mr. Skidd were kept busy making suggestions on packers' refrigeration problems and contributing to the comfort of their guests.

FEARN LABORATORIES.—Visitors to Fearn headquarters were treated to one of the greatest food delicacies available—smoked turkey prepared according to Fearn methods. In addition, a wide variety of other foods, sausage products and hams prepared with Fearn products were served. The genial hospitality extended by the entire Fearn executive and sales staff contributed much toward making the packer's visit

LADIES' DAY

UPPER: Mrs. E. W. Gisch, wife of E. W. Gisch, Preservaline; Mrs. G. W. Freyler, whose husband is with Heil Packing Co.; Miss Marge Quinn, Schwenger Klein, Inc., Indianapolis; Mrs. R. W. Brink, wife of R. W. Brink, Leonard Derleth, Indianapolis; Mrs. Dorothy Smith and Mrs. Ted Brown, wives of Preservaline staff members.

LOWER: They shuffled off from Buffalo to attend the convention. (Left to right): Mrs. M. E. Seidel, S. R. Gerber Sausage Co., Inc.; Mrs. Hans Daube, John Adrian Sons, Inc.; Mrs. Harry Homer, Sr., A. Szlagowski & Son, and Mrs. Jacob Adrian, John Adrian Sons, Inc.

a pleasant one. President H. E. Allen and vice-president Harry E. White were assisted in entertaining guests by sales manager W. E. Kicker, treasurer H. L. McCaleb, and the sales staff including C. E. Connors, R. J. Potts, R. P. McBride, A. R. Goodson, B. R. Chapman, F. Epst, F. J. Potts, W. H. Allison, K. G. Potts and Sam Selfridge. Company secretary Ruth A. Hampton officiated as official company hostess. She was aided by Beatrice Larsen.

MET-L-WOOD CORP.—Featured in this company's room headquarters was the new cold storage door employing Silvercel reflective insulation and new Silvercel cooler construction. Met-L-Wood representatives were kept busy explaining the merits of this new development and demonstrating to packers the effective ways in which their products can be used in meat plant operations. W. A. Stone headed the company's list of attendants, which also included sales manager L. M. Crow, jr., G. K. Lewis, W. K. Rutledge, E. O. Williamson and Amon Kennedy.

INDEPENDENT CASING CO.—The Independent staff held forth this year at headquarters in the Lake Shore Drive hotel. The genial hospitality which has become a creed with the company pres-

vailed. Company officials and representatives included Laurence W. Pfaelzer, Charles A. Raynor, George A. Fisher, B. A. Geier, Sam Isaac, Herbert W. Strauss, M. Krauss, Charles G. Stohrer, Harry G. Stohrer, Irwin L. Hirsch, H. J. Altheimer and Helen DeRuntz.

MILPRINT, INC.—Milprint hospital-ity headquarters featured the "Hall of Hams" with over 100 hams covering the walls of an anteroom. The hams were packaged in Christmas and special wraps of stock designs. In this display the packer could actually see how his hams would look in Milprint wrappers. A demonstration of Mil-O-Seal, the new casing for loaves and cooked hams, was staged at frequent intervals. In attendance were Jim Baker, manager, meat packers' department; Wm. Heller, vice president; Roy Hanson, general sales manager; Paul H. Ultkraus, Willard Meyer, Tress Schipper; L. Zimmerman, manager, Chicago office; Hugo Heller, jr., Tom Smith, Elmer Roh and Phil Kappas.

MONGOLIA IMPORTING COMPANY, INC.—Celebrating the company's fifteenth anniversary, the Mongolia "No-strip" hospitality headquarters passed all records for popularity and attendance this year. Guests were greeted with the usual Mongolia cordiality. Organized in 1926, the company personnel first consisted of George Terry and his brother, Andrew T. Terry. They were later joined by Sigmund Terry. The staff was soon increased to include salesmen to cover the entire United States and branches were established in nearly every country of the world. The sales staff, under the supervision of sales manager David Hight, was assisted in meeting and greeting visitors by Geo. F. Reichert, Preslie H. Turner, Louis R. Stupnick, J. F. Berliner, Otto Weber and capable and efficient Max Knispel, office manager, who handles all office detail and managerial matters.

AFRAL CORP.—The Afral Corp., manufacturers of cures, seasonings and vitamin products, had its headquarters at the Knickerbocker. The suite was again one of the most popular at the convention. A very helpful and genial staff headed by Mrs. A. M. Kasten, president, W. E. Oliver, general manager, Bernard Komer, secretary and treasurer, R. Morris, E. G. Giles and Paul A. Schuster of the sales department, offered expert advice to packer and sausage manufacturer visitors seeking information on processing and manufacturing methods. The firm's reputation for hearty hospitality and valuable assistance made this year's convention a huge success for many who visited the Afral rooms.

VAN LOAN & CO.—The geniality and helpfulness of the Van Loan hosts made their headquarters at the Knickerbocker a delightful meeting place for packers and sausage manufacturers. John Max Weyer, president, and his well-known western representative, Jack Haug, greeted visitors and passed along valuable information and assist-

Caught on a Tour of the Upper Floors

1.—Independent Casing Co. (Left to right) Geo. A. Casey, president, John J. Felin & Co., Philadelphia, Pa.; Laurence W. Pfaelzer, president, Herbert Strauss, B. A. Geier, Herbert Altheimer, Irwin L. Hirsch, Charles G. Stohrer, Sam Isaac and Charles A. Raynor, all affiliated with Independent Casing Co.

2.—Cincinnati Butchers Supply Co. Seated (left to right) Howard M. Wilson, Oscar C. Schmidt, vice president, Herman Schmidt, president. Standing (left to right) are E. L. Daly, Charles Schwing, L. Rosenberg, F. W. Stothfang and William C. Schmidt, vice president.

3.—Fearn Laboratories, Inc. Seated (left to right) Harry E. White, vice president, Beatrice Larsen, Ruth A. Hampton and H. E. Allen, president. Standing (left to right) are F. Epat, F. J. Potts, W. H. Allison, K. G. Potts, Sam Selfridge, C. E. Connors, W. E. Kicker, sales manager, R. J. Potts, R. P. McBride, A. R. Goodson, B. R. Chapman and H. L. McCaleb, treasurer.

4.—A. E. Staley Mfg. Co. Seated (left to right) are A. P. Voaden, the Warfield Co., Chicago; John Max Weyer, Van Loan & Co., New York, N. Y.; R. H. Marks, Enterprise, Inc., Dallas, Tex. Standing (left to right) are A. A. Gillings, Van Loan & Co.; Walter Howe and S. S. Snell, A. E. Staley Mfg. Co.; Jack Haug, Van Loan & Co., and P. J. Braun, A. E. Staley Mfg. Co.

5.—York Ice Machinery Corp. Pictured are (left to right) G. W. Russell; Max Gordon, Gordon's All Pork Products Co., Detroit, Mich.; I. M. Hunter, J. Donald Smith, R. E. Miller and G. W. Ashlock, all of York Ice Machinery Corp. staff.

6.—Preservaline Mfg. Co. Front row (left

to right) Ted Brown, Lee Kenyon, sales manager, Charles Warmbold, vice president, Ed. Gisch and Karl Rein. In back row: Hans Daube, Charles A. Van, Louis Rosmarin, Selwyn Rubin and Andrew J. Schnell of the sales department.

7.—S. Oppenheimer & Co. Pictured are (left to right) L. K. Rosenfeld, R. M. Bechstein, A. E. Weil, Jack Shribman and Leo Weglein.

8.—Berth. Levi & Co., Inc. Seated (left to right) Harold Levi, assistant treasurer, Leonard D. Weill, assistant manager, Martin D. Levy, vice president, David A. Weill, vice president. In back row (left to right) Mike Baker, Al Byk, Duke Reichenbach, E. Hertz, Stanley Gershel and Al Freud.

9.—Hercules Powder Co., Inc. Shown here (left to right) are H. F. Welhener, Wilson & Co., R. T. Yates and G. J. Underwood, Hercules Powder Co., Inc.; I. G. Robinson, Wilson & Co.; H. M. Wendle, Hercules Powder Co. and H. Blacklock, Wilson & Co.

10.—Sylvania Industrial Corp. In front row (left to right) R. A. Blumer, C. Nichols, R. Martin, E. A. Burchard, V. Winkler. Second row (left to right) H. C. Homer, G. W. Kindt, L. R. Swift, P. Lawrence. Third row (left to right) H. M. Davis, A. J. Horgan, Jerry Akin, sales manager, George Smale, Jay Erion and S. S. Franecke.

11.—Johns-Manville Co. Seated (left to right) F. C. Hayes, Wilson & Co., F. L. Mowry, Swift & Company, J. C. Etz, Wilson & Co.; J. L. Comerford, David Levi & Co. Standing (left to right) Sam Bloom; P. C. Petersen, C. A. Burnette Co., Chicago; G. E. Hinchliff, J. F. Stone and J. L. Patrick, Johns-Manville Co.

ance on manufacturing problems and processing methods.

AMERICAN CAN CO.—Canco headquarters at the Drake was busier this year than ever before. Visitors were plentiful because of the warm welcome they received, along with expert information on problems involved in the meat canning business. Led by H. A. Pinney and many members of the sales, engineering and research departments, the American Can Co. group extended its best wishes to the industry.

S. OPPENHEIMER & CO.—The company staff, headed by Fred Bechstein and including the entire sales force, met and entertained visitors at headquarters in the Knickerbocker hotel. Refreshments were available.

LOU MENGES & ASSOCIATES.—This concern demonstrated a new machine for peeling skinless franks. The demonstrations were made in the Visiting headquarters. Dan Dohm and George Nelke were in charge.

ALLBRIGHT-NELL CO.—The Anco hospitality headquarters was again a popular meeting place for packers. Here John G. Allbright, Norman J. Allbright, Dr. A. O. Lundell, H. A. Scherer and the complete ANCO sales organization

were on hand to meet guests. Moving pictures of the company's equipment in operation in meat packing plants were shown to visitors. Delicious food and other refreshments were available.

CONTINENTAL CAN CO.—Continental Can Co. entertained in its traditional way at its headquarters, greeting many old friends in the industry and making many new ones. Sound advice on meat canning problems and merchandising were given visitors by A. V. Crary, vice president, and members of the sales, engineering and technical divisions of the company.

JAMISON COLD STORAGE DOOR CO.—A hearty welcome was given to visitors who stopped at the popular "Jamison" headquarters at the Drake. Fred Wagner, general sales manager, J. V. Jamison III, vice president, and Stanley Baldwin, sales engineer, enjoyed every minute of the convention, greeting their friends in the industry and describing the latest features of the famous "Jamison" cold storage door. The visitors missed J. V. Jamison, jr., president, who was unable to attend because of ill health.

HEEKIN CAN CO.—C. A. Rolfes, sales manager, and J. G. Cahill, assist-



ant sales manager, together with W. H. Turner, E. L. Hannaford and J. E. Hauck were much in evidence and had a busy time as hosts. Many prominent people of the industry made a point of visiting the firm's headquarters, assured of a cordial welcome and learning information on the latest developments in lard cans.

JOHNS-MANVILLE CORP.—Just as active as ever was the hard working crew from Johns-Manville, greeting and entertaining packer friends and customers. Their suite on the ninth floor was a busy one with J. F. Stone, sales manager, G. E. Hincliff and J. Patrick expounding the merits of Johns-Manville insulation products.

SAYER & COMPANY.—Sayer & Company headquarters at the Drake this year upheld the tradition of being one of the most popular meeting places at the convention. Headed by its versatile president, Paul Rosenfeld, who was assisted by Edward Fein, Abraham Schwam, William Eyler, Louis Hausman, Kurt Georgi, J. Cohen, Fred Meyer and M. D. Jacobson, the firm offered helpful assistance to guests and friends. Many of the guests returned again and again because of the delightful atmosphere in the Sayer rooms.

CHICAGO COLD STORAGE WAREHOUSE CO.—Vice president John H. Edmondson, with his efficient assistant W. A. Kron, W. A. Kopke and D. H. Murphy, again represented their firm at the convention. It is evident that more and more packers appreciate the conveniences "Chicago" offers, and if the quality of its service is on a par with the character of its hospitality the company must be doing an excellent job of serving the storage needs of the industry.

GLIDDEN COMPANY.—Convention visitors at Glidden headquarters received a warm welcome from general sales manager A. A. Levinson and his able aides, including Ray Seipp, Herman Waldman, and Morris Dever. Every effort was made to provide a congenial atmosphere for guests. Refreshments were served.

WESTERN FIXTURE & EQUIPMENT CO.—This company was exhibited for the first time at the convention. Standard models of cooler doors were on display. The new "Streamliner" door of extra heavy construction and floating joints, adding long life, strength and beauty to the door, was featured. The company manufactures the "Butcher Boy" line of cold storage doors. George W. Slopa, secretary of the company, was in charge of the booth.

STOFFEL SEALS CO., INC.—One of the interesting exhibits outside the regular exhibit hall was the new Stoffel seal-tagging machine. This machine seals the string ends on dry sausage or other cased product quickly and easily. Sealing device is made up for each customer and meets all new BAI packaging regulations. It also permits the packer to name the product and ingredients in a tamper-proof manner.

Convention Personalities

W. F. Price, industry veteran and formerly general manager of the Jacob Dold plant at Buffalo, is now a "dollar per year" man as meat expert for the U. S. government in connection with the national defense program. He proudly exhibited a 40c government check received for his services. The check represented approximately six months' pay, minus social security deductions. He plans to frame it.

This was the thirty-second consecutive packers' convention for **L. E. Griffin** of the P. G. Gray Co., Boston. Mr. Griffin attended his first convention in 1910, and hasn't missed one of the gatherings since then.

As usual, the natural casings exhibit was one of the most popular features

of the convention. Groups of packers and their friends could always be found there, studying the details of the display, tasting the generous samples of naturally-cased product, or listening to the exciting world's series games on the radio at the booth.

Claude W. Robarge, head of the vacuum packed meat department of Cudahy Bros. Co., Cudahy, Wis., had a delegation of convention visitors as his guests at the Wisconsin-Marquette football game played in Milwaukee, on Saturday, October 4. The packers saw plenty of action, Marquette winning by a big score.

A few days' hunting were enjoyed by **Howard Wilson**, representative of

(Continued on page 208.)

In Corridors, Lobby and Rooms

1.—**John E. Slaughter** (right), sales manager, Girdler Corp., Louisville, Ky., shows a Votator to **R. A. Rath**, vice president, Rath Packing Co., Waterloo, Ia.

2.—**H. W. Wernecke** and **Richard von Schrenk** of The National Provisioner, visit with **Paul Rosenfeld** (center), president, Sayer & Co., Inc., New York City.

3.—**A. W. B. Laffey**, vice president, The National Provisioner, with **E. C. Pfaffhausen**, sales manager, Drying System, Inc., Chicago.

4.—(Left to right) **W. E. Oliver**, general manager, Mrs. **A. M. Kasten**, president, and **B. Komer**, Aftal Corp., New York City.

5.—(Left to right) **J. O. Strigle** and **Frank A. Mayer**, H. J. Mayer & Sons Co., Chicago.

6.—**Albert Sawyer**, Dole Refrigerating Co., Chicago.

7.—**H. Dentinger**, president, the Aula Co., New York City.

8.—**Jack Shribman**, eastern sales manager, S. Oppenheimer & Co., Inc., New York City.

9.—**Al Schultz**, superintendent, Val Decker Packing Co., Piqua, O.

10.—Talking shop are **Kent Tomlinson** (right), the Globe Company, Chicago; **Henry Hoffman** (second from left), Westinghouse Elec. & Mfg. Co., special products division; **Lou Menges**, Tenderay division of Westinghouse, and **E. Thiele** (left), vice-president, Kold-Hold Manufacturing Co., Lansing, Mich.

11.—**Bart D. Murphy**, Dunham & Murphy, St. Louis National Stock Yards, Illinois.

12.—**Phil Hantover**, president, Phil Hantover, Inc., Kansas City, and **Sol Morton**, president, Meat Industry Suppliers, Inc., Chicago.

13.—(Left to right) **Morris Fruchtbaum**, packinghouse engineer and architect, Philadelphia, Pa.; **Wm. Greenhouse**, Renee Pkg. Co., Inc., Syracuse, N. Y., and **Bald-**

win Smith, sales manager, John E. Smith's Sons Co., Buffalo, N. Y.

14.—**A. C. Flothow**, president, Everhot Mfg. Co., Inc., Maywood, Ill., and **H. S. Wallace**, The National Provisioner.

15.—(Left to right) **N. Miller**, American Packing Co., St. Louis, Mo.; **W. H. Allison**, and **H. E. Allen**, president of Fearn Laboratories, Chicago.

16.—**Richard von Schrenk**, The National Provisioner, with **Ed. Thiele**, vice president, Kold-Hold Mfg. Co., Lansing, Mich.

17.—In group (left to right) are **V. Winkler**, **George Smale**, **Wm. Butler**, **Jerry Akin**, all of Sylvania Industrial Corp., New York City, with **H. W. Wernecke**, The National Provisioner.

18.—**M. A. "Butch" Laser**, J. G. Laser Company, Milwaukee, Wis.; **George Payton**, manager, Westinghouse Sterilamp sales department, and **Dave Horner**, advertising manager, Westinghouse Tenderay department.

19.—**C. V. Franklyn**, president, and **Miss N. O. Wilkinson** of Mound Tool Co., St. Louis, Mo.

20.—**M. Feinstein** and **Lou Hausman**, "two young old-timers."

21.—**Dan Dohm, jr.**, vice president, Lou Menges & Associates, St. Louis, Mo.

22.—(Left to right) **C. Nichols**, Sylvania Industrial Corp., New York City; **C. S. Allen**, president, Steam Air Co., Cincinnati, O.; **Jay Erion**, Sylvania Industrial Corp.; **J. W. Hubbard**, J. W. Hubbard Co., Chicago.

23.—(Left to right) **M. Feinstein**, Brecht Corp., New York City; **Frank Batek**, Armour and Company casing department; **Morris Forman**, Forman Casing Co., Inc.

24.—**Lester Norton** (left) of The National Provisioner, with **Robert Matthei**, Liquid Carbonic Corp., Chicago.

25.—(Left to right) **William H. Albers**, president, Sperti, Inc., Cincinnati, O., and **J. R. Lostro**, sales manager of the Spertifier division.

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3, 1941



Notes on the Run

(Continued from page 206.)

the Cincinnati Butchers' Supply Co., before coming to the convention. Howard reported birds plentiful and bagged the limit.

H. Peter Henschien, of Henschien, Everds and Crombie, packinghouse architects and engineers, Chicago, was missed by all the "old-timers" who attended the engineering and construction section meeting. Mr. Henschien has been program chairman of these meetings for many years, but was unable to be at the meeting this year. He did show up for the general sessions, however.

Rex W. Perry, formerly of the William Davies Co. and now president and general manager of the newly formed



R. W. PERRY

Perry Food Products Co., Chicago, was an interested convention visitor. Mr. Perry was pleased to announce that the canning department of his plant, located in the west section of the second floor, had just been completed. A large part of the equipment for the department, including stuffers, can washer, grinders, vacuum mixers and conveyor for empty and filled cans, was supplied by the Globe Co., Chicago. Other suppliers were Sprague-Sells Corp. (vertical retorts), Robbins & Myers, Inc. (electric hoist) and American Monorail Co. The new company was formed to take over the business of Buehler Bros., Inc., at 1400 W. 46th st., and will manufacture a full line of provisions and canned meats. Main building, measuring 125 by 275 ft., consists of three stories and basement in the east section and two stories and basement in west section. It is of reinforced concrete construction.

The nasty flying weather which prevailed just prior to the convention kept **Fritz Groeneveld**, flying New York broker, on his mettle; but he and Mrs. Groeneveld, who also flies, came through safely in their Fairchild 24 cabin plane. Mr. Groeneveld has an instrument rating, and is authorized to navigate by instruments when conditions so require.

Phil Hantover, president, Phil Hantover, Inc., Kansas City, Mo., and friend of many a packer and sausage manufacturer, found time to get up to the convention. His son **Leonard**, vice president, did not accompany him this year.

Mrs. A. M. Kasten, president, Afral Corporation, New York, manufacturers of the famous line of "Afral" cures, seasonings and vitamin products, was one of the convention's outstanding hostesses. Her pleasing personality, and ability to make the many guests that

visited the "Afral" headquarters feel at home, makes her a very popular person each year.

Leo Brand, president, Brand Bros., New York City, and his brother, **Jesse Brand**, vice president in charge of the company's Tientsin, China, plant, made a surprise visit to the convention this year. Both discussed with packers the merits and features of Brand Bros. equipment and casing activities. **Jesse Brand** is now on his way back to the Orient to resume charge of the firm's casing plant in Tientsin, China. We wish you a successful voyage, **Jesse**.

H. Adelman, president, Ham Boiler Corp., Port Chester, N. Y. and **Fred Flynn**, vice president, and his wife were missed by their many friends in attendance at the convention. They were unable to attend, due to press of business.

E. R. Bardin, Hilo Meat Co., Hilo, Hawaii, either came farther to the convention than anyone else or ran the winner a close second. The boat trip to the west coast, he said, is about 2,500 miles, while the distance from



FAIR SEX FACES CAMERA

1.—Mrs. Robert Lamping (left) and Mrs. John J. Dupps, whose husbands guide the destiny of John J. Dupps Co.

2.—(Left to right): Mrs. Joe Schwartzman, whose husband heads Schwartzman Packing Co., Albuquerque; Mrs. Al Freud, wife of Berth. Levi's Al Freud, and Mrs. O. H. Eichelberger, whose husband is superintendent of Schwartzman Packing Co.

3.—Preservalline ladies: Mrs. Ted Brown, Mrs. Karl Rein and Mrs. Ed Gisch.

4.—Mrs. Barney Winger (left), whose husband was formerly master mechanic at the Morrell Ottumwa plant; Mrs. Ruby Devereau, guest, and Mrs. C. E. Gross, wife of Morrell chief chemist.

Chicago to the Pacific ocean is another 2,200 or so. Mr. Bardin is manager of the company's hotel and restaurant department.

Theodore Weil, president, Weil Packing Co., Evansville, Ind., who received his 50-year gold service award at the 1939 convention, was back with his son, **Leon**, treasurer of the company. Apparently, the first half-century is just a good starter for this Indiana packer.

John Morrell & Co. was one of the most ably represented organizations at this year's conclave. More than 50 Morrell men were said to be present, including **T. Henry Foster**, president, and a number of high company executives.

Max Chernis, president, Boston Sausage & Provision Co., Boston, who was accompanied by Mrs. Chernis, was the recipient of many comments on his new plant. It was featured in the October 4 issue of *THE NATIONAL PROVISIONER*, copies of which were distributed at the convention.

"Carload" **Harry Altman**, president, Spicene Company of America, Long Island, New York, got attention wherever he went. He was a masterpiece of sartorial elegance which in no way detracted from his ability to expound the Spicene creed among convention visitors.

H. Deutinger, president, Aula Co., Long Island City, N. Y., manufacturers of "Aula" brand curing compounds, spices, seasonings, etc., attended the convention for the first time this year. He reported he enjoyed meeting his many packer and sausage manufacturing friends.

Mrs. C. Durr Harrison, chairman of the board, C. A. Durr Packing Co., Utica, New York, **D. J. Harrison**, president and treasurer, and **Miss M. P. Durr**, vice president, were back again this year for the convention meetings and social engagements. Mr. Harrison reports the company has enjoyed one of the most successful years of its history and is now increasing plant facilities to enable it to handle bigger volume. He also said the company's drivers have, for the past two years, received the safety award given by the Safety Council of Utica for safe driving.

Jack Saunders, Early & Moor, Inc., the deluxe casing house of Boston, Mass., gave a good account of himself greeting the firm's many friends. He reported that he enjoyed the convention activities more this year than ever before.

Ask **Vincent Sheridan**, sales manager, Traver Corp., how to overcome obstacles. To keep an appointment he set out in his car during a rain storm. After driving a few blocks the car stalled so he got out and walked until he found a cruising taxi. He arrived at his appointment soaking wet.

John Crocker, president, Crocker Packing Co., Okmulgee and Tecumseh, Okla., was happy to be able to inform his fellow packers that the Tecumseh

(Continued on page 210.)

90% LESS FLOOR SPACE!



Vogt AUTOMATIC TUBE-ICE MACHINE

Patents 2,500,434 and 2,539,834

COMPARE!... only 64 sq. ft. of floor space is needed by a 30 ton Tube-Ice Machine instead of the 652 sq. ft. required by an ice can tank of equal capacity!

Saving money on plant and building investment is but one of the many advantages offered by the Tube-Ice Machine . . . available in units from 3 tons up to any desired ice-making capacity.

Send for a bulletin containing the story of the Tube-Ice way to make clear, hard, sized ice . . . and make money!



ICE MAKING AND REFRIGERATION EQUIPMENT

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Branch Offices: New York - Philadelphia - Cleveland - Chicago - Cincinnati - St. Louis - Dallas

Speed Production . . . Cut Waste



MOTOCO Indicating Thermometers have rigid stem for direct mounting or capillary tubing for remote reading. Priced from

\$20



MOTOCO Recording Thermometers are priced from

\$31

Temperature variations in meat processing may result in production tie-ups; in excessive heating or cooling costs; in spoilage; complaints or "rejects." All of these restrict net profits and hamper business growth.

The simple, inexpensive solution to these problems is to use MOTOCO Indicating and Recording Thermometers at all points in the plant where temperature is important . . . let them show you where waste and loss are occurring.

MOTOCO Dial-type Thermometers are precision-built for accuracy . . . their solid construction assures long and economical service. Invest in MOTOCO Thermometers and profit from increased efficiency . . . NOW. Send a letter or post card today, requesting MOTOCO folder which gives full information. We shall be glad to submit recommendations for your particular requirements. Moto Meter Gauge & Equipment Division, The Electric Auto-Lite Company, Chrysler Bldg., New York, N. Y.

- ✓ FOR BAKING TEMPERATURE
- ✓ FOR SMOKEHOUSE TEMPERATURE
- ✓ FOR STORAGE TEMPERATURE
- ✓ FOR DRYING ROOM TEMPERATURE
- ✓ FOR BOILER TEMPERATURE

MOTOCO

INDUSTRIAL THERMOMETERS

Convention Flashes

(Continued from page 208.)

plant, which burned to the ground only a short time ago, had already arisen from its ashes, bigger and better than ever.

T. W. Roberts, general sales manager, Batavia Body Co., Batavia, Ill., made many new friends at the convention—with his personality and energy, he can't miss. This was his first convention as an exhibitor.

T. A. D. Jones, chief engineer of Kingan and Co., Indianapolis, reported that his force has been very busy planning improvements and supervising plant construction and alterations. Among the major jobs recently undertaken by his firm was the construction of a new pork cutting room.

Ivan Heymansson of the Atmos Corp. was one of the busiest men at the convention. He certainly "got around." A. O. Cann, chief engineer of the company, attended several of the convention meetings.

Paul Trier, president and general manager of Arnold Bros., Chicago, said he would make his last trip of the season to the north woods immediately following the convention. Big fish were his particular objective.

It was good to see the packers' old friend, A. V. Crary, vice president, Continental Can Co., looking so hale and hearty. His wide acquaintance and his many friends kept him busy greeting them all.

One of the prominent and active members of the packing industry, who could not be present at the convention this year, was Herbert Rumsey, jr. of Muhs Packing Co., Passaic, N. J.

Ted Brown, Cincinnati, popular member of the Preservaline sales staff, was in fine fettle and a very busy fellow making new friends and greeting old ones. Mrs. Ted Brown was also on deck again.

J. H. Downer, Chicago manager of Exact Weight Scale Co., witnessed a serious automobile accident Sunday, and was highly commended for helping to give the victims first aid and get them to a hospital quickly.

W. W. Naumer, president, and L. D. Flavell, vice president and treasurer, Du Quoin Packing Co., Du Quoin, Ill., came up from the home of Blue Bell products to take part in convention activities. Mr. Naumer reported the company's new power plant, placed in operation several months ago, is doing a real job.

Among the seasoned friendships renewed at this year's convention was that of W. D. Jones, Jones & Gazarian, Inc., Boston, and Dr. R. F. Vermilya, veterinary division, Wilson & Co., Chicago. Before Dr. Vermilya came to Chicago about a year ago, they were stalwart buddies.

George Cusack, vice president in charge of sales, Pure Carbonic, Inc.,

couldn't get to the convention this year, but he was ably represented by Les Kilmarx, assistant general sales manager. It was Mr. Kilmarx's first convention and it is hoped he enjoyed it.

John Dupps, president of John J. Dupps Co., Cincinnati, O., looked younger than ever, despite the fact that he has attended 25 consecutive packers' conventions. His charming wife, son and new daughter-in-law accompanied him.

"Norm" Hofmann, vice president, Hofmann Packing Co., Syracuse, N. Y., and Jack Sabean, eastern representative, John E. Smith's Sons Co., drove together to the convention this year. Jack reports that Norm enjoyed the trip by resting all the way to Chicago, Jack doing most of the driving.

R. W. "Bob" Earley, packinghouse broker, New York City, was one of the busiest men at the convention. He made many packer contacts and like most everyone attending agreed it was one of the best ever held.

Harry M. Shulman, secretary, Hammond Standish Co., Detroit, as usual was on the lookout for ideas and suggestions to be applied profitably in the meat plant. Mr. Shulman was unable to remain for the entire convention due to pressing business.

Morris Fruchthaus, packinghouse architect and engineer, Philadelphia, Pa., reported much packer interest in new construction in the East. This was Mr. Fruchthaus's first convention visit and he was delighted with the general atmosphere of the event and the opportunity it afforded him to make new friends and gain a wider knowledge of equipment and operations. He also visited a number of Chicago packing plants.

Mrs. Gus Juengling, Cincinnati, O. enjoyed her first trip to Chicago, as well as her first visit to the convention, with her daughter-in-law, Mrs. Gus Juengling, jr. Mrs. Juengling, sr., is the mother of ten children.

C. I. Elliott of Carrier was a busy man following his talk on 6-hour hog chill at the engineering and construction section meeting. Many packers wanted to know more about the process and the results being obtained. Few new methods announced at conventions have aroused as much interest as was stirred up by Mr. Elliott's description of this new hog chilling method.

Frank Kirk, general sales manager, Vilter Manufacturing Co., took time from his activities in behalf of the refrigeration industry to attend the convention by commuting daily between Milwaukee and Chicago.

Albert Sawyer, who knows exactly what makes the Dole Refrigeration Machine Co.'s holdover plates tick, was on hand. He is a refrigerating engineer and was in much demand as a consultant.

Ed Thiele, vice president, Kold-Hold Co., Lansing, Mich., who has been one of the prime movers in Kold-Hold's successful merchandising and sales efforts, has something else to be proud

WEIGHT ERRORS
THAT SILENTLY STEAL MEAT PROFITS
BEGIN HERE

HUMAN errors in reading, remembering, and recording weight figures defy discovery. Your weight records must be right the *first* time... every time... **OR YOU LOSE!**

Today *Industry* looks to Toledo for printed weight records. Toledo Printweigh takes the human hazard out of weight recording. It brings the accurate weight-facts indicated by the Toledo Dial *directly* to your basic accounting records.

NO OTHER WEIGHING MACHINE LIKE THIS!

Big Figures for quick, accurate reading. Can be printed on any size tickets, strips, or a combination of both; with duplicate copies.

Direct Printing for quick, accurate recording. The printwheel is *directly* a part of the scale eliminating unnecessary bars, cams, etc.

With the Printweigh you get full benefit of the *weighing accuracy* of the Toledo Scale.

Split Second Operation. The simplicity and *directness* of the Printweigh give you practically **INSTANT** action (only 3/5 of a second to print).

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Direct PRINTING OF
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TYLER, TEXAS City and Industry— 100% Layne

NUMEROUS are the cities and towns where municipal and industrial water wells and pumps are 100% Layne. The progressive and thriving city of Tyler, Texas, is an example. The first ground water development in that area was installed by Layne in 1934. Since then all municipal and industrial well water supply and turbine pump systems have been Layne.



In meeting defense and armament project emergencies, Layne Companies have broken all records, both in the number of wells and pumps installed and in the quantity of water produced, in any like period of time. In addition to such added activity, Layne Companies have continued their service to municipal and industrial non-defense projects without appreciable delay.

Layne is unquestionably the largest and most widely experienced ground water developing organization in the Nation. Their methods have proven most successful and the number of their completed projects exceeds that of any other organization ten times and more.

Layne has the men, machinery and experience necessary to handle water development contracts of any size. Their Engineers are ready to cooperate on your plans. If you need more water, write or wire.

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Memphis, Tenn.

LAYNE PUMPS & WELL WATER SYSTEMS

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Layne-Arkansas Co.	Stuttgart, Ark.
Layne-Atlantic Co.	Norfolk, Va.
Layne-Bowler New England Corp.	Boston, Mass.
Layne-Central Co.	Memphis, Tenn.
Layne-Northern Co.	Mishawaka, Ind.
Layne-Louisiana Co.	Lake Charles, La.
Layne-New York Co.	New York City.
Layne-Northwest Co.	Milwaukee, Wis.
Layne-Ohio Co.	Columbus, Ohio.
Layne-Texas Co.	Houston, Texas.
Layne-Western Co.	Kansas City, Mo.
Layne-Western Co. of Minnesota	Minneapolis, Minn.
International Water Supply	London, Ontario, Can.

of. His handsome young son, William "Bill" Thiele, has volunteered and been accepted for the U. S. Naval aviation service. He is now in training at Glenview, Ill.

Mrs. George Traver, wife of the president of the Traver Corp., Chicago, was in charge of publicity of the Arden Shore entertainment given at the Drake Hotel on October 11. This organization, with offices at Lake Bluff, Ill., maintains summer camps for underprivileged children.

Roy Klass of the Pacific Lumber Co. traveled from the Pacific coast to attend the convention. Roy and his brother, John, eastern manager, spent their boyhood among the giant redwoods in California, which may account for the fact that they are experts on Palco wool insulation.

The convention habit is hard to break, says Barney Winger, former master mechanic of the Ottumwa plant of John Morrell & Co. Although no longer a cog in the industry he felt he did not want to miss the gathering so came to Chicago with Mrs. Winger. Mr. Winger is now manufacturing sheet metal equipment, some of which is used in meat plants.

N. C. Gross, representative of the Paul Lewis Laboratories, Milwaukee, and Mrs. Gross attended the convention. Mr. Gross has contacted the meat packing and sausage manufacturing field for several years and is well known to the trade.

A. W. Monroe of the Dole Refrigerating Machine Co., manufacturers of Dole holdover plates, was busy greeting friends and customers. The Dole company did not have an exhibit this year but some of the company representatives were on hand nevertheless.

William Hammann, long identified with meat packing activities in the Lone Star state, came to the convention with W. B. Wright, president, Wright & Patterson Packing Co., Dallas. Bill is now assistant manager of the company.

Many packers were happy for the opportunity to meet W. O. Fraser, in charge of the livestock, meats and wool division of the Agricultural Marketing Service, U. S. Department of

Agriculture, one of the numerous government officials present.

Mr. and Mrs. William Greenhouse, Syracuse, N. Y., were among the many convention participants who came to Chicago by plane. Mr. Greenhouse is head of Renee Packing Co. of that city. The inclement weather caused disruption of many airline schedules.

Chas. Sucher Packing Co., Dayton, Kuhner Packing Co., Muncie, and Banfield Packing Co., with plants in Oklahoma and other states, were three of the best represented smaller companies at this year's convention.

The smiling countenance of Julius Lipton, president of Aromix Corp. may be explained by the many packers who visited his firm's headquarters at the Knickerbocker. Rumor has it that a lot of Aromix products were sold.

That genial gentleman and sports enthusiast, O. S. Anderson, vice president, V. D. Anderson Co., Cleveland, expeller manufacturers, could not be found Tuesday. Inquiry brought the information he had heard the call of the wild (ducks) from Sandusky Bay. Here's hoping he bagged the limit.

Fred Marlow, chief engineer, Krey Packing Co., St. Louis, Mo., was on hand as usual for the section meetings. Few men in the industry are better informed on the mechanical equipment of a meat plant, and the means and methods employed to keep it functioning at highest efficiency. However, Mr. Marlow says he always gets information of value at the conventions.

It seemed strange at this year's convention not to see two popular old cronies together in the convention halls greeting friends. Ed Ward, vice president, United Cork, worked overtime in the absence of his dear friend, J. V. Jamison, jr., of Jamison Cold Storage Door Co. who missed his first convention since they were inaugurated. We were sorry to hear Mr. Jamison has been ill and we and all his friends wish him a complete and speedy recovery.

O. F. Gilliam and R. S. Jones of the Chicago office of the Niagara Blower Co. are busy men these days planning air conditioning installations for many firms. However, they found time to

CONVENTION SCENE

Photo shows a view of the convention during one of the regular sessions. Registration set a new record this year — about 375 ahead of 1940 — and the sectional meetings and sessions were well attended. Old conventioners commented approvingly on the number of new faces at the 1941 meeting.



check in at the convention a couple of times and greet their many friends in the packing industry. Use of air conditioned smokehouses and unit coolers is increasing in the industry and these experts know how to apply Niagara equipment to do any air conditioning or refrigerating job.

What happened to a certain J. G. Cahill of Heekin Can on Monday night of the convention? He had an appointment Tuesday morning but failed to show up. Perhaps the Chicago air caught up with him.

It was good to see G. E. Hinchliff of Johns-Manville looking so much better this year. Here's hoping he retains his present good health.

Want to get some place in a hurry? Phone Mrs. Lenzke, wife of C. T. Lenzke, Detroit manufacturer of a popular line of ham boilers, presses, etc. Mr. and Mrs. Lenzke drove from Detroit to Chicago in somewhat over five hours with Mrs. Lenzke at the wheel. They spent three days at the convention greeting customers and friends of many years standing.

The difficulty of obtaining construction material and equipment has not caused packers and sausage manufacturers to lose interest in new plants, additions and alterations to improve efficiency and cut costs, according to Al Egan, member of Smith, Brubaker and Egan, packinghouse architects and engineers, Chicago. There is some tendency, however, to withhold extensive commitments until future conditions can be more clearly visualized.

Sidney Rabinowitz, Colonial Packing Co., Boston, was well supplied with a stock of new stories. Whenever he was seen in the hotel lobby or hospitality rooms he was always surrounded by a group of packers interested in hearing the "latest one."

The West was well represented by lady conventioners. Among those attending from a distance were Mrs. Matt Brown, Great Falls, Montana; Mrs. E. E. Murray, Seattle, Wash.; Mrs. James J. Driscoll, La Junta, Colo.; Mrs. S. P. Cornelius, Los Angeles; Mrs. John Tiedemann and Mrs. E. F. Forbes, San Francisco; Mrs. Joseph Schwartzmann and Mrs. O. H. Eichelberger, Albuquerque, N. Mex.; Mrs. Fred Wahl and Mrs. Emma Sharpe, Long Beach, Calif.

Congratulations to C. A. Rolfes and J. G. Cahill, recently promoted sales manager and assistant sales manager, respectively of the Heekin Can Co. Their many friends wish them success in their new jobs.

Jack Shribman, sales manager, S. Oppenheimer Casing Co., was in attendance this year again after a two-year absence. He couldn't be present last year owing to a trip to South America. He attended 18 consecutive conventions. Let's hope he can duplicate this record.

Packers missed Rol Staley, vice president, A. E. Staley Mfg. Co., Decatur, Ill., who did not join his staff this year at the convention. We under-

R & M HOISTS

Keep Meat Moving at Profit

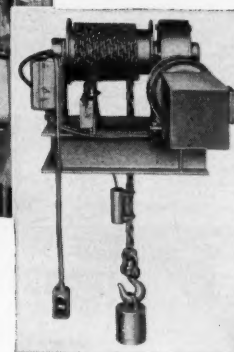
FOR
SOMERVILLE
PACKING CO.



Two R & M dressing floor hoists speed operations and cut maintenance costs in Somerville plant.

Shown at left is the speedy, 500-lb. hoist used by Somerville for fast, clean handling of poult from slaughtering pen to viscera table.

Below is the rugged, 2000-lb. R & M knocking pen hoist with lifting speed of 40 to 60 feet per minute.



FROM "on the hoof" to the cooling room, five R & M hoists move meat at a profit in the modern, immaculate plant of the Somerville Packing Co., Somerville, Mass. Since the units, ranging from 500 to 2000-lb. capacities, were installed, killing, skinning and dressing time has been drastically reduced...man-efficiency improved...and output increased.

Says Louis A. Madfis, executive of the company: "We find R & M hoists equal to any we have used. Quality for quality, they are far cheaper in price. Our operators cannot praise R & M hoists enough for their quick action, safe operation, and day-in-and-day-out reliable service."

Bring your packing plant up to par in profits with R & M meat packers' hoists. They are designed for the complete packing operation—knocking pen, dressing floor, non-edibles handling, processing. All are built to save headroom, expertly engineered for long life and equipped with heat-treated and ground-nickel steel-worm drive and chill-cast special bronze gear with hobbled teeth and ball and roller bearings. All are furnished in either push-button or pendant rope control and powered by famous R & M motors, which require current only when hoists are lowering or lifting a load.

It will pay you to "take it up" with R & M. Contact your nearest R & M hoist division office now or write the factory for special Bulletin No. AB 900 for complete details on R & M meat packers' hoists.

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Cincinnati.....418 New St.

Cleveland...352 Rockefeller Bldg.
Dallas.....1100 Cadiz St.
Denver.....1420 16th St.
Detroit.....2921 E. Grand Blvd.
Houston...3715 Harrisburg Blvd.
Jacksonville...305 Biabee Bldg.
Newark.....700 Bergen St.

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Philadelphia...401 N. Broad St.
Pittsburgh...H. W. Oliver Bldg.
San Francisco...237 Rialto Bldg.
Seattle.....216-17 Walker Bldg.
Syracuse...204 State Tower Bldg.

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Meet State and B.A.I. Ingredient Labeling Requirements Effectively and Economically with GREAT LAKES BRANDERS



DRIED SKIM MILK ADDED
INGREDIENTS: BEEF, BEEF
CHEEKS, PORK, BEEF TRIPE,
PORK FAT, WATER, DRIED
SKIM MILK, SALT, SUGAR,
FLAVORINGS, SODIUM
NITRATE AND SODIUM NITRITE



This new and revolutionary brander holds the perfect solution to all Federal and State ingredient labeling problems.

Can be quickly and easily changed to conform with any or all changes in formula or product. Light in weight and exceptionally easy to use, with Electric heat to dry ink immediately. Clear, legible brand is sharp and easy to read, complies fully with both local and BAI regulations. Interchangeable ingredient lists can be set up in a few minutes and interlocked into a brand as rigid and secure as a solid die. Send for full particulars!

GREAT LAKES STAMP & MFG. CO.

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INDUSTRIAL CHEMICAL SALES

DIVISION WEST VIRGINIA PULP & PAPER CO.

230 PARK AVENUE NEW YORK CITY 748 PUBLIC LEDGER BLDG. PHILADELPHIA 35 E. WACKER DRIVE CHICAGO, ILLINOIS 844 LEADER BLDG. CLEVELAND, OHIO

OCTOBER 18 SATURDAY

For sparkling white lard, economically produced,

use

ACTIVE

NUCHAR

CARBON

stand he has been very busy putting over the community drive in Decatur.

Byron G. Benson, advertising manager, Rath Packing Co., Waterloo, Ia., managed to slip away from his desk long enough to give the convention "the once over." Mr. Benson's vacation, following the arduous work connected with the company's fiftieth anniversary celebration, was spent in bed recovering from an attack of influenza.

The familiar team of Charles Trunz, vice president, and E. Schwitzke, assistant secretary, Trunz, Inc., Brooklyn, N. Y., was back at the convention again this year. Messrs. Trunz and Schwitzke, who are well known in the trade, always seem to get a good amount of visiting done.

It was a pleasure to see Harry Lavin, president, Sugardale Provision Co., Canton, O., looking so well this year. Mr. Lavin is a convention veteran from "way back when."

E. T. Webster, Canadian representative, Transparent Package Co., drove to Chicago from Toronto to attend the convention. Press of business unfortunately forced him to leave for home on Monday morning, so that he could not be present for all the sessions.

Charles Schwing, veteran salesman for Cincinnati Butchers' Supply Co., was on hand. Charley has been preaching the merits of "Boss" equipment for many years in all parts of the South, and "covers Dixie like the dew."

Lyman L. Dawson, vice president, the Girdler Corporation, Louisville, made a flying trip to Chicago to inspect his company's exhibit. Mr. Dawson was much pleased with the fine reaction on packers of his company's Votator equipment for processing lard.

T. L. Allen, Stange's cowboy from Texas and a real southern gentleman, attended the convention in his full regalia, including ten-gallon hat and all the trimmings.

H. K. Hirsch, sales manager, Enterprise, Inc., Dallas, Tex., was unable to attend the convention this year and was missed by his many friends. Mr. Hirsch suffered a heart attack in April, but will soon be able to resume his normal activities, according to his doctors who are much encouraged with the progress he has been making.

Mrs. "Bill" Jourdan, wife of Bill Jourdan of Jourdan Process Cooker Co., Chicago, attended her first convention and enjoyed every minute of it.

"Al" Brickman, vice-president of the Illinois Meat Co., spent more time at the convention this year. "Al" is one of the top men in one of the outstanding meat canning companies in the country. His interest in the activities of the industry never dims.

M. Wallace Smith of Archer-Daniels-Midland Co., Minneapolis, Minn., is a "regular" at packer conventions. Mr. Smith's friends will be glad to know that effective October 1, he was placed in charge of the Soya flour department of the company. Mr. Smith was for-

merely in charge of soya flour sales. Prior to his association with Archer-Daniels-Mirland, Mr. Smith was in charge of sales for the American Soya Production Corp., Evansville, Ind.

Carl F. Schloemann, packinghouse architect and engineer of St. Louis, Mo., has been kept so busy lately that



C. F. Schloemann

he barely found time at attend the convention. Mr. Schloemann reported unusual interest among his many clients in the industry in rebuilding, remodeling and new construction of packing plants. Mr. Schloemann has been responsible for developing new types of construction and design for meat packing establishments,

and his many friends in the industry were glad to see him again.

T. W. Ross, vice president, Interstate Folding Box Co., Middletown, Ohio, has been spending most of his time commuting between Middletown and New York, but did find time to spend a few days at the show.

Henry Fischer, Henry Fischer Packing Co., Louisville, Ky., was unable to attend the convention this year. His company was ably represented by son, Carl, and John Humphrey.

Captain C. Oscar Schmidt, jr., vice president, Cincinnati Butchers' Supply Co., is in active military service and was unable to be present at the convention this year. His many friends missed him.

Elkhart Packing Co., Elkhart, Ind., had a large ladies' delegation at the convention. It included Mrs. Otto Bachman, Mrs. R. L. Brenneman, Mrs. Joseph Buzzard, Mrs. Orbie Criebe and Mrs. Ward Stahly.

Marvin Fergestad, sales engineer of Pacific Lumber Co. who has been instrumental in getting wide acceptance of Palco wool in the meat industry, was on hand. Long hours and hard work failed to slow up this human dynamo.

Chas. S. Ganzhorn, head of the Korrect Cutting Mfg. Co., Inc., Glen Ellyn, Ill., manufacturers of plates and knives for sausage grinders for over thirty years, was an interested visitor at the convention. Accompanying him were Mrs. Ganzhorn, his son, Philip A. Ganzhorn and his young grandson.

Twenty-seven consecutive conventions is a big order but it was filled this year by a big man, Roger Sprague of the Baker Ice Machine Co., Omaha, Neb. Mr. and Mrs. Sprague drove to Chicago through a down-pour of rain and arrived at the convention in top shape.

J. P. Russell, technical sales department, Corn Products (Cerelease) agreed that the convention this year was one

IT'S PACKAGED MEAT...



that gets the BREAKS

WHEN it comes to advertising display, either in the window or on the counter, packaged meat products get the break. The same is true in newspaper and magazine advertising.

That's one reason that packaged meats get the "break" when it comes to sales, too.

Everything the package stands for . . . uniform quality . . . highest standards of sanitation and purity . . . flavor protection . . . convenience . . . these are the things the consumer wants and is willing to pay for. And they mean more sales . . . at better prices for you and your retailers.

For many years, Sutherland has given particular attention to the special problems of meat merchandising. The result—America's most diversified line of packages for the packing house industry. Successful Sutherland products include cartons for lard, shortening, sausage, bacon, frozen meat, display cartons, transparent window cartons, and paper cans.



Sutherland PAPER COMPANY
KALAMAZOO, MICHIGAN

of the most successful in years. Mr. Russell has been with Corn Products a short time but has been associated with the industry for the past 25 years. He works in conjunction with the sales department in aiding packers and sausage manufacturers in the creation of new products. This service, an innovation with Corn Products, is offered to all in the industry.

Les Kilmarx, general sales manager, Pure Carbonic Co., arrived at the convention a bit late but made up for lost time during the last two day of the meeting.

M. R. Budd, Hercules (Brisgo) Powder Co., was unable to attend the convention this year due to activities on

the west coast. He was missed by his many meat packer friends who were present.

Harry Lax, prexy of the F. C. Rogers Co., brokers, Philadelphia, was entertained by Mr. and Mrs. Greg Rose at the annual convention dinner for the twelfth consecutive year. The only thing lacking to make it more of a success was the fact that Mrs. Lax was detained in Philadelphia due to sudden illness of their daughter, Eleanor.

Baldwin Smith, sales manager, John E. Smith's Sons Co. recently won first place in the lightning class boat race at Buffalo, N. Y. He went on to the national event at Skaneateles and was

well on his way to another victory when a sudden change in weather swamped his boat. However, he managed to finish in third place in spite of his difficulties.

C. I. Elliott of Carrier Corporation did his usual fine job at the convention this year and officially closed it by singing *The Star Spangled Banner* for the visitors in the last few minutes. It was enjoyed by all.

George Terry, president, Mongolia Importing, and Andrew Terry, vice president and treasurer, were very busy this year discussing the merits of Nostrip, the pouch which has simplified the handling of sheep casings, and celebrating the company's fifteenth anniversary.

R. E. "Bob" Miller and J. "Don" Smith, that hard-hitting team of York's, were a very busy pair at the convention, attending meetings and greeting packer visitors.

C. W. Mense, president, Lehigh Safety Shoe Co., Allentown, Pa., was very busy this year, dividing his time between the meat packers convention and the National Safety Council convention, which was in town at the same time. Mr. Mense is chairman of one of the important committees of the Safety Council.

L. B. Steele, director of sales, du Pont Cellophane division, was missed by his many friends throughout the industry at this year's convention. He was unable to attend due to illness. We all hope for an early recuperation and send our best regards to him.

During the convention, verbal competition as to their relative abilities as fishermen developed to high heat between Frank A. Mayer and J. O. Strigle, of the H. J. Mayer & Sons organization.

A. F. Kaptuller, Kaptuller Engineering Co., Chicago, was again a convention visitor. Mr. Kaptuller reports excellent acceptance for his development of a special spring device for increasing the operating efficiency of meat grinders.

Ted H. Murray, following in the footsteps of his father as head of the Kennett-Murray livestock buying organization, has been doing an excellent job, if his popularity around the convention halls this year is any indication.

Missing from the convention scene this year, and lying in Passavant Hospital a few blocks away, was G. A. (Eddie) Althaus, of Oscar Mayer & Co., Chicago, taking a forced rest cure and grateful to his friends who found time to drop in for a visit. The fact that the doctor let Eddie go home on October 7, as the convention closed, aroused his suspicions that the "fix" was in.

John A. Becker, secretary of Armour Fertilizer Works, Atlanta, Ga., stopped in Chicago early this week while returning from a motor trip up to Presque Isle, Maine, and westward through Canada.

FAMOUS for CAPACITY



For more than a quarter of a century, Lipman Automatic Refrigerating machines have earned a reputation for extremely high capacity in relation to their size . . . an important factor where abundant refrigeration is essential to profitable operation.

The compact design of Lipman units is largely responsible for the high ratio of refrigeration output to the size of the machine. In some cases, their bulk is no greater than other machines of half their capacity. As a result, they occupy less space, are easier and less expensive to install, frequently save costly building alterations, cost less to ship, and, most important, deliver more refrigeration per dollar invested.

If you are faced with the problem of getting maximum refrigerating capacity in a limited space, for a limited investment, get the Capacity Ratings on the Lipman Automatic Units that meet your requirements specifically and completely. Write —

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Yates-American Machine Co.
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AUTOMATIC REFRIGERATION

Model 1110 — the largest Lipman Self-Contained, Fully Automatic Machine — is extremely compact for its high capacity. Can be taken through ordinary doorway and down basement stairs without removing fly-wheel.

CHICAGO MID-MONTH STOCKS

Total lard stocks at Chicago on October 14 showed a decline of approximately 15 million lbs. from the level of September 30, totaling 140,583,080 lbs. compared with 155,922,560 lbs. The October mid-month total was also 24,020,436 lbs. smaller than on September 14 and 23,506,494 lbs. below holdings on October 14, 1940.

Stocks of D. S. clear bellies in storage on October 14 showed a decline of about 3 million lbs. for the first half of the month, but were 8,927,381 lbs. greater than on the same date last year.

Stocks of provisions at Chicago at the close of trading on October 14:

	Oct. 14, 1941, lbs.	Sept. 30, 1941, lbs.	Oct. 14, 1940, lbs.
P.S. lard ¹	3,504,274	3,650,132
P.S. lard ²	91,269,646	103,623,452	107,071,887
P.S. lard ³	37,281,631	38,703,786	40,923,994
P.S. lard ⁴	3,219,520	8,800,460	4,141,703
Other lard.....	5,308,009	4,794,862	8,301,858
Total lard.....	140,583,080	155,922,560	164,089,574
D.S. cl. bellies, contract	3,972,900	5,554,100	963,183
D.S. cl. bellies, other	8,982,861	10,090,424	3,065,197
Total D.S. cl. bellies	12,955,761	15,644,524	4,028,380
D.S. rib bellies.....	121,000
D.S. rib bellies.....	597,800	550,400	227,300

¹Made since Jan. 1, 1941. ²Made Oct. 1, 1940 to Jan. 1, 1941. ³Made previous to Oct. 1, 1940. ⁴Made since Oct. 1, 1940.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933, of The National Provisioner, published weekly at Chicago, Illinois, for Oct. 1, 1941.

State of Illinois, County of Cook, ss. Before me, a notary public in and for the State and county aforesaid, personally appeared A. W. B. Laffey, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The National Provisioner, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, The National Provisioner, Inc., 407 S. Dearborn St., Chicago, Ill.

Editor, J. B. Gray, 407 S. Dearborn St., Chicago, Ill.

Managing Editor, Edward R. Swem, 407 S. Dearborn St., Chicago, Ill.

Business Managers, Richard von Schrenk and A. W. B. Laffey, 407 S. Dearborn St., Chicago, Ill.

2. That the owner is: The National Provisioner, Inc., 407 S. Dearborn St., Chicago, Illinois; Alma von Schrenk, 233 Broadway, New York, N. Y.; Estate of Catherine L. May, 233 Broadway, New York, N. Y.; Frieda S. Heyn, 233 Broadway, New York, N. Y.; Laura B. McCarthy, 154 East 37th St., New York, N. Y.; E. O. H. Cillis, 70 Orange St., Brooklyn, N. Y.; Paul I. Aldrich, 407 S. Dearborn St., Chicago, Ill.; Ernest V. Heyn, 233 Broadway, New York, N. Y.

3. That there are no known bondholders, mortgagees, or other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

A. W. B. LAFFEY, Business Manager
Sworn to and subscribed before me this 6th day of October, 1941. NELLIFERN FARMER
(My commission expires March 18, 1942.)

The National Provisioner—October 18, 1941

ANEMOSTAT DRAFTLESS AIR DIFFUSERS

Insure Perfect Air Diffusion and Distribution Within A Cooler



Beef Chilling Room
Siegel-Weller Pkg. Co., Chicago

The ANEMOSTAT, by virtue of the principles employed, diffuses the incoming cooled air with the room air and draftlessly, evenly and positively distributes it throughout the stored products in all parts of the room.

DRAFTLESS DISTRIBUTION—Retards Dehydration • Reduces Shrinkage

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"NO REFRIGERATION SYSTEM IS MORE EFFICIENT THAN ITS AIR DISTRIBUTION"

A FRIENDLY STEER

Every business dollar saved is of interest to Meat Dealers—and those who were directed to Interboro Mutual have "trimmed" their insurance costs by as much as 32½%.

From the protection view point Interboro Mutual is in a strong position and has a highly efficient service, backed by 26 years of experience with your kind of insurance problems.

IF YOU WANT TO HOLD TO A MINIMUM THE COST OF WORKMEN'S COMPENSATION, AUTOMOBILE, PRODUCTS AND GENERAL LIABILITY INSURANCE, ISN'T IT GOOD SENSE TO PLACE YOUR RENEWAL POLICIES WITH THE COMPANY THAT HAS RETURNED DIVIDENDS WITHOUT FAIL FOR 26 YEARS AND OVER THE PAST 7 YEARS HAS PAID BACK THE AVERAGE OF \$32.50 OUT OF EACH \$100 OF PREMIUM?

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Pork and Lard Stocks Cut Sharply During September

STOCKS of lard and pork in the United States on October 1 showed reductions of more than 67 million lbs. and 119 million lbs., respectively, from their previous month's levels. Lard holdings on October 1 totaled 215,570,000 lbs. against 282,694,000 lbs. on September 1 and 235,690,000 lbs. one year earlier. This total included 5,061,000 lbs. of lard held by the FSCC outside of processors' plants.

The drop in pork holdings took place largely in freezer stores, which declined 73,639,000 lbs. during September. Stocks of D. S. and S. P. pork also declined in September. Frozen and cured beef stocks on October 1 totaled 73,410,000 lbs., a gain of 5,921,000 lbs. from the September 1 total, and were 37,107,000 lbs. greater than in 1940.

Total meat stocks on October 1 amounted to 507,131,000 lbs. (including 16,840,000 lbs. of cured pork held by FSCC) compared with 627,757,000 lbs. on September 1, a decline of more than 120 million lbs.

Amount of pork and beef put into cure during September was slightly greater than in September, 1940, totaling 252,818,000 lbs. against 245,650,000 lbs. More pork was frozen and put into D. S. cure during September than a year earlier, but less S. P. pork went into cure. Volume of beef frozen in September was much greater than the

amount processed a year earlier, totaling 38,985,000 lbs.

Storage stocks in the United States on October 1, as reported by the U. S. Department of Agriculture:

	Oct. 1, '41	Sept. 1, '41	5 Yr. av.
	lbs.	lbs.	lbs.
Beef, frozen.....	60,475,000	54,801,000	52,181,000
In cure.....	9,783,000	9,815,000	10,417,000
Cured.....	3,152,000	3,373,000	3,745,000
Pork, frozen.....	95,970,000	108,609,000	68,983,000
D.S. in cure.....	52,745,000	59,655,000	30,421,000
D.S. cured.....	42,425,000	49,490,000	27,596,000
S.P. in cure.....	100,531,000	127,355,000	118,962,000
S.P. cured.....	65,427,000	79,469,000	63,911,000
Lamb and mutton, frozen.....	4,109,000	3,306,000	2,791,000
Frozen and cured trimmings, etc.	63,516,000	71,854,000	57,764,000
Lard.....	215,570,000	282,694,000	115,785,000
Rendered pork fat.....	3,646,000	5,350,000
Product placed in cure during:			
Beef, frozen.....	38,985,000	14,639,000	18,539,000
Beef put in cure.....	6,403,000	5,728,000	6,473,000
Pork, frozen.....	32,059,000	29,527,000	26,781,000
D.S. pork put in cure.....	38,352,000	29,326,000	28,847,000
S.P. pork put in cure.....	137,019,000	166,430,000	129,333,000
Lamb and mutton frozen.....	1,900,000	1,088,000	1,137,000

FSCC and SMA report that they hold 5,061,000 lbs. of lard and 16,840,000 lbs. of cured pork in cold storage warehouses outside of processors' plants. These amounts are included in total stocks.

CHICAGO PROV. SHIPMENTS

Provision shipments from Chicago for the week ended on Oct. 11, 1941:

	Week Oct. 11	Previous week	Same week '40
Cured meats, lbs.	23,574,000	31,492,000	17,335,000
Fresh meats, lbs.	63,082,000	68,724,000	46,270,000
Lard, lbs.	11,623,000	12,724,000	8,636,000

LOWER HOGS BRING SOME CUT-OUT IMPROVEMENT

(Chicago costs and prices, first four days of week)

Expanding live hog receipts brought average hog costs down sharply during the four-day period on all weights. This week's prices compared with last week's were: 39c per cwt. lower on light butchers; down 44c per cwt. on medium weights and 42c per cwt. lower on heavy hogs. Total product values slumped during the period, compared with last week, and were: 41c per cwt. lower on light hogs, 39c per cwt. down on medium butchers and 26c per cwt. lower on heavy hogs. There was some improvement in cut-out results on medium and heavy butchers and light hogs broke even.

	180-220 lbs.			220-240 lbs.			240-270 lbs.		
	Pct. live wt.	Price per lb.	Value per cwt. alive	Pct. live wt.	Price per lb.	Value per cwt. alive	Pct. live wt.	Price per lb.	Value per cwt. alive
Regular hams.....	14.00	19.8	\$2.77	13.80	19.7	\$2.72	13.70	19.7	\$2.70
Picnics.....	5.60	17.3	.97	5.40	17.3	.93	5.40	17.4	.94
Boston butts.....	4.00	19.5	.78	4.00	19.5	.78	4.00	19.5	.78
Loins (blade in).....	9.80	21.2	2.08	9.60	20.9	2.01	9.60	20.0	1.92
Bellies, S. P.....	11.00	16.0	1.76	9.70	15.9	1.64	8.00	15.3	1.22
Bellies, D. S.....	2.00	10.6	.21	4.00	10.2	.41
Fat backs.....	1.00	7.3	.07	3.00	7.5	.23	4.20	7.9	.33
Plates and jowls.....	2.50	10.1	.25	2.50	10.1	.25	2.50	10.1	.25
Raw leaf.....	2.10	10.0	.21	2.20	10.0	.22	2.00	10.0	.20
P. S. lard, rend, wt.....	12.40	9.3	1.15	11.30	9.3	1.05	10.50	9.3	.98
Spareribs.....	1.60	14.7	.24	1.50	11.8	.18	1.50	10.3	.15
Trimming.....	3.00	13.0	.39	2.80	13.0	.36	2.80	13.0	.36
Feet, tails, neckbones.....	2.0015	2.0014	2.0014
Offal and miscellaneous.....525252
TOTAL YIELD AND VALUE.....			\$11.34			\$11.17			\$10.98
Cost of hogs per cwt.....			\$10.65			\$10.78			\$10.80
Condemnation loss.....			.06			.06			.06
Handling and overhead.....			.63			.55			.50
TOTAL COST PER CWT. ALIVE.....			\$11.34			\$11.39			\$11.36
TOTAL VALUE.....			11.34			11.17			10.98
Loss per cwt.....		22			.38
Loss last week.....		30			.57
Profit last week.....			.02		

Canadian Production Stepped Up In 1940

WITH pork products leading the advance, the slaughtering and meat packing industry of Canada in 1940 showed an immense increase in output over the preceding year, while value of product, totaling \$228,500,487, represented a rise of \$43,304,354 (23 per cent) over the 1939 total.

In an advance report issued by the fisheries and animal products branch of the Dominion Bureau of Statistics, it is pointed out that the output of practically all kinds of meats increased in 1940. Pork products were "the outstanding items, with bacon and sides totaling over 275 million lbs., valued at nearly \$50 million.

"Little change from the preceding year is shown in average prices. Among the meats sold fresh, beef and mutton and lamb were each 1c per lb. higher, but pork dropped 1c. In the cured products, the price of hams was stationary, while the price of shoulders was 1c per lb. less, and the price of bacon and sides dropped 1/4c. All kinds of hides and skins were higher in price than in 1939."

The following tabulation shows the 1940 volume and value of meats sold fresh and cured, and other products of Canada's meat packing industry:

	Volume, lbs.	Value
FRESH MEATS:		
Beef.....	456,024,332	\$51,133,306
Mutton and lamb.....	86,657,556	5,632,842
Pork.....	184,937,676	24,472,532
Veal.....	72,450,963	8,942,466
Other meats, fancy meats and offal.....	2,248,411
CURED MEATS:		
Beef, salted or cured....	2,505,795	270,938
Pork, salted.....	78,431,882	12,627,963
Hams.....	51,639,746	10,704,156
Shoulders.....	35,424,579	5,675,535
Bacon and sides.....	275,794,921	49,836,732
Meats, cured, misc.....	45,283,293	7,325,074
Sausage, fresh and cured	62,061,140	8,431,650
COOKED MEATS.....	25,686,055	5,902,609
CANNED MEATS.....	7,580,797	1,487,832
MINCE MEAT.....	1,580,626	140,701
CANNED SOUPS.....	9,958	2,944
POULTRY:		
Fresh.....	18,017,747	3,901,740
Canned.....	338,191	87,593
FATS AND OILS, EDIBLE:		
Lard.....	87,269,602	4,970,061
Vegetable shortening.....	80,645,008	7,532,073
Shortening with animal fat.....	5,421,906	521,401
Tallow.....	4,416,297	192,036
Oil.....	2,391,856	139,893
Vegetable and other oils.....	26,770,906	1,918,291
SAUSAGE CASINGS.....	1,072,532
TALLOW, INEDIBLE.....	28,485,377	1,029,063
NEATSFOOT OIL.....	833,923	42,891
OTHER PRODUCTS:		
Stearine.....	1,353,695	67,632
Canned dog food.....	4,390,691	250,186
Stock and poultry feeds.....	56,124,932	1,294,445
Cracklings.....	21,660,254	410,137
Grease.....	6,465,332	216,130
Vegetable oil foots.....	3,250,681	53,901
Soap.....	885,700	82,235
Animal tankage, tons.....	18,685	442,039
Bones, raw, ground, etc., tons.....	5,423	123,965
Complete fertilizers, tons.....	3,330	164,110
Cattle hides, no.....	854,360	4,933,240
Horsehides, no.....	7,161	29,914
Sheep skins, no.....	659,492	918,185
Calfskins, no.....	395,655	1,853,680
Hair, lbs.....	1,038,796	26,533
Wool, lbs.....	1,512,833	459,106
ALL OTHER PRODUCTS.....	647,006
AMOUNT RECEIVED FOR CUSTOM OR CONTRACT WORK.....	24,394

CHICAGO PROVISION MARKETS

From The National Provisioner Daily Market Service

CASH PRICES

Carlot trading loose, basis, f.o.b. Chicago or Chicago basis, Thurs., October 16, 1941.

REGULAR HAMS			*S.P.
	Green		
8-10	20 @ 20 1/2	20 1/2	
10-12	20 @ 20 1/2	20 1/2	
12-14	20 @ 20 1/2	20 1/2	
14-16	20 @ 20 1/2	20 1/2	
16-18 range	20 @ 20 1/2	20 1/2	

BOILING HAMS			*S.P.
	Green		
16-18	20	21	
18-20	20	21	
20-22	20	21	
16-20 range	20	21	
16-22 range	20	21	

SKINNED HAMS			*S.P.
	Fresh & Fr. Frzn.		
10-12	21 1/2 @ 21 1/2	22 1/2	
12-14	21 1/2 @ 21 1/2	22 1/2	
14-16	21 1/2 @ 21 1/2	22 1/2	
16-18	21 1/2 @ 21 1/2	22 1/2	
18-20	21 1/2 @ 21 1/2	22 1/2	
20-22	21 1/2 @ 21 1/2	22 1/2	
22-24	21 1/2 @ 21 1/2	22 1/2	
24-26	21 1/2 @ 21 1/2	22 1/2	
26-28	21 1/2 @ 21 1/2	22 1/2	
28-30	21 1/2 @ 21 1/2	22 1/2	
30-32	21 1/2 @ 21 1/2	22 1/2	
32-34	21 1/2 @ 21 1/2	22 1/2	
34-36	21 1/2 @ 21 1/2	22 1/2	
36-38	21 1/2 @ 21 1/2	22 1/2	
38-40	21 1/2 @ 21 1/2	22 1/2	
40-42	21 1/2 @ 21 1/2	22 1/2	
42-44	21 1/2 @ 21 1/2	22 1/2	
44-46	21 1/2 @ 21 1/2	22 1/2	
46-48	21 1/2 @ 21 1/2	22 1/2	
48-50	21 1/2 @ 21 1/2	22 1/2	
50-52	21 1/2 @ 21 1/2	22 1/2	
52-54	21 1/2 @ 21 1/2	22 1/2	
54-56	21 1/2 @ 21 1/2	22 1/2	
56-58	21 1/2 @ 21 1/2	22 1/2	
58-60	21 1/2 @ 21 1/2	22 1/2	
60-62	21 1/2 @ 21 1/2	22 1/2	
62-64	21 1/2 @ 21 1/2	22 1/2	
64-66	21 1/2 @ 21 1/2	22 1/2	
66-68	21 1/2 @ 21 1/2	22 1/2	
68-70	21 1/2 @ 21 1/2	22 1/2	
70-72	21 1/2 @ 21 1/2	22 1/2	
72-74	21 1/2 @ 21 1/2	22 1/2	
74-76	21 1/2 @ 21 1/2	22 1/2	
76-78	21 1/2 @ 21 1/2	22 1/2	
78-80	21 1/2 @ 21 1/2	22 1/2	
80-82	21 1/2 @ 21 1/2	22 1/2	
82-84	21 1/2 @ 21 1/2	22 1/2	
84-86	21 1/2 @ 21 1/2	22 1/2	
86-88	21 1/2 @ 21 1/2	22 1/2	
88-90	21 1/2 @ 21 1/2	22 1/2	
90-92	21 1/2 @ 21 1/2	22 1/2	
92-94	21 1/2 @ 21 1/2	22 1/2	
94-96	21 1/2 @ 21 1/2	22 1/2	
96-98	21 1/2 @ 21 1/2	22 1/2	
98-100	21 1/2 @ 21 1/2	22 1/2	

PICNICS			*S.P.
	Green		
4-6	17 1/2 @ 17 1/2	18 1/2	
6-8	17 1/2 @ 17 1/2	18 1/2	
8-10	17 1/2 @ 17 1/2	18 1/2	
10-12	17 1/2 @ 17 1/2	18 1/2	
12-14	17 1/2 @ 17 1/2	18 1/2	
14-16	17 1/2 @ 17 1/2	18 1/2	
16-18	17 1/2 @ 17 1/2	18 1/2	
18-20	17 1/2 @ 17 1/2	18 1/2	
20-22	17 1/2 @ 17 1/2	18 1/2	
22-24	17 1/2 @ 17 1/2	18 1/2	
24-26	17 1/2 @ 17 1/2	18 1/2	
26-28	17 1/2 @ 17 1/2	18 1/2	
28-30	17 1/2 @ 17 1/2	18 1/2	
30-32	17 1/2 @ 17 1/2	18 1/2	
32-34	17 1/2 @ 17 1/2	18 1/2	
34-36	17 1/2 @ 17 1/2	18 1/2	
36-38	17 1/2 @ 17 1/2	18 1/2	
38-40	17 1/2 @ 17 1/2	18 1/2	
40-42	17 1/2 @ 17 1/2	18 1/2	
42-44	17 1/2 @ 17 1/2	18 1/2	
44-46	17 1/2 @ 17 1/2	18 1/2	
46-48	17 1/2 @ 17 1/2	18 1/2	
48-50	17 1/2 @ 17 1/2	18 1/2	

GREEN AMERICAN BELLIES			*S.P.
16-18	13 1/2	13 1/2	
18-20	13 1/2	13 1/2	

BELLIES			*D.C.
	Green		
6-8	16 1/2 @ 16 1/2	17 1/2	
8-10	16 1/2 @ 16 1/2	17 1/2	
10-12	16 1/2 @ 16 1/2	17 1/2	
12-14	16 1/2 @ 16 1/2	17 1/2	
14-16	16 1/2 @ 16 1/2	17 1/2	
16-18	16 1/2 @ 16 1/2	17 1/2	

D. S. BELLIES			*S.P.
	Clear		
16-18	11 1/2 @ 11 1/2	12 1/2	
18-20	11 1/2 @ 11 1/2	12 1/2	
20-22	11 1/2 @ 11 1/2	12 1/2	
22-24	11 1/2 @ 11 1/2	12 1/2	
24-26	11 1/2 @ 11 1/2	12 1/2	
26-28	11 1/2 @ 11 1/2	12 1/2	
28-30	11 1/2 @ 11 1/2	12 1/2	
30-32	11 1/2 @ 11 1/2	12 1/2	
32-34	11 1/2 @ 11 1/2	12 1/2	
34-36	11 1/2 @ 11 1/2	12 1/2	
36-38	11 1/2 @ 11 1/2	12 1/2	
38-40	11 1/2 @ 11 1/2	12 1/2	
40-42	11 1/2 @ 11 1/2	12 1/2	

D. S. FAT BACKS			*S.P.
	Clear		
6-8	8 1/2 @ 8 1/2	9 1/2	
8-10	8 1/2 @ 8 1/2	9 1/2	
10-12	8 1/2 @ 8 1/2	9 1/2	
12-14	8 1/2 @ 8 1/2	9 1/2	
14-16	8 1/2 @ 8 1/2	9 1/2	
16-18	8 1/2 @ 8 1/2	9 1/2	
18-20	8 1/2 @ 8 1/2	9 1/2	
20-22	8 1/2 @ 8 1/2	9 1/2	

OTHER D. S. MEATS			*S.P.
	Regular plates		
4-6	8 1/2 @ 8 1/2	9 1/2	
6-8	8 1/2 @ 8 1/2	9 1/2	
8-10	8 1/2 @ 8 1/2	9 1/2	
10-12	8 1/2 @ 8 1/2	9 1/2	
12-14	8 1/2 @ 8 1/2	9 1/2	
14-16	8 1/2 @ 8 1/2	9 1/2	
16-18	8 1/2 @ 8 1/2	9 1/2	
18-20	8 1/2 @ 8 1/2	9 1/2	
20-22	8 1/2 @ 8 1/2	9 1/2	

WEEK'S LARD PRICES			*S.P.
	Cash	Loose	Leaf
Saturday, Oct. 11	9.82 1/2	9.95ax	10.75n
Monday, Oct. 13	9.75n	9.77 1/2	10.62 1/2n
Tuesday, Oct. 14	9.75n	9.77 1/2	10.62 1/2n
Wednesday, Oct. 15	9.80n	9.90ax	10.37 1/2n
Thursday, Oct. 16	9.70n	9.80ax	10.00n
Friday, Oct. 17	9.07 1/2n	9.17 1/2n	9.75n

Packers' Wholesale Prices			*S.P.
	Refined lard, tierces, f.o.b. Chgo.		
10-12	11 1/2	11 1/2	
12-14	11 1/2	11 1/2	
14-16	11 1/2	11 1/2	
16-18	11 1/2	11 1/2	
18-20	11 1/2	11 1/2	
20-22	11 1/2	11 1/2	
22-24	11 1/2	11 1/2	
24-26	11 1/2	11 1/2	
26-28	11 1/2	11 1/2	
28-30	11 1/2	11 1/2	
30-32	11 1/2	11 1/2	
32-34	11 1/2	11 1/2	
34-36	11 1/2	11 1/2	
36-38	11 1/2	11 1/2	
38-40	11 1/2	11 1/2	
40-42	11 1/2	11 1/2	
42-44	11 1/2	11 1/2	
44-46	11 1/2	11 1/2	
46-48	11 1/2	11 1/2	
48-50	11 1/2	11 1/2	

Havana, Cuba Pure Lard Price			*S.P.
	Wednesday, October 15		15.60

FUTURE PRICES

SATURDAY, OCTOBER 11, 1941

	Open	High	Low	Close
LARD:				
Oct. ...	9.92 1/2	9.92 1/2	9.77 1/2	9.77 1/2ax
Dec. ...	10.20	10.22 1/2	10.00	10.02 1/2
Jan. ...	10.37 1/2	10.40	10.22 1/2	10.22 1/2b
Mar. ...	11.60	11.60	11.42 1/2	11.45
May ...	11.80	11.80	11.65	11.65
Sales: Oct. 5; Dec. 123; Jan. 970; Mar. 145; May 66; total, 249 sales.				
Open interest: Oct. 50; Dec. 1,754; Jan. 970; Mar. 145; May 66; total, 2,985 lots.				
CLEAR BELLIES:				
Oct.	11.02 1/2n

MONDAY, OCTOBER 13, 1941

Holiday. No market.

TUESDAY, OCTOBER 14, 1941

	Open	High	Low	Close
LARD:				
Oct. ...	9.55	9.70	9.42 1/2	9.70b
Dec. ...	10.00-9.92 1/2	10.00	9.65	9.65b
Jan. ...	10.20-15	10.20	9.85	10.15b
Mar. ...	11.35	11.37 1/2	11.05	11.37 1/2
May ...	11.57 1/2	11.60	11.32 1/2	11.60
Sales: Oct. 20; Dec. 287; Jan. 234; Mar. 45; May 42; total, 628 sales.				
Open interest: Oct. 45; Dec. 1,633; Jan. 1,017; Mar. 153; May 62; total, 2,910 lots.				
CLEAR BELLIES:				
Oct.	11.02 1/2n

WEDNESDAY, OCTOBER 15, 1941

	Open	High	Low	Close
LARD:				
Oct. ...	9.52 1/2	9.52 1/2	9.25	9.25
Dec. ...	9.87 1/2-95	9.97 1/2	9.40	9.42 1/2-40
Jan. ...	10.20	10.20	9.62 1/2	9.62ax
Mar. ...	11.35	11.35	10.82 1/2	10.82 1/2
May ...	11.45	11.50	11.00	11.00
Sales: Oct. 21; Dec. 145; Jan. 132; Mar. 39; May 33; total, 370 sales.				
Open interest: Oct. 41; Dec. 1,601; Jan. 1,041; Mar. 165; May 72; total, 2,920 lots.				
CLEAR BELLIES:				
Oct.	11.02 1/2n

THURSDAY, OCTOBER 16, 1941

	Open	High	Low	Close
LARD:				
Oct. ...	8.80	9.05	8.60	8.60ax
Dec. ...	9.10-92 1/2	9.32 1/2	8.75	8.75b
Jan. ...	9.30-20	9.50	9.00	9.00ax
Mar. ...	10.45-40	10.82 1/2	10.22 1/2	10.22 1/2-25
May ...	10.85-75	11.00	10.37 1/2	10.40-37 1/2
Sales: Oct. 26; Dec. 328; Jan. 266; Mar. 84; May 76; total, 780 sales.				
Open interest: Oct. 28; Dec. 1,424; Jan. 952; Mar. 182; May 77; total, 2,663 lots.				
CLEAR BELLIES:				
Oct.	11.02 1/2n

FRIDAY, OCTOBER 17, 1941

	Open	High	Low	Close
LARD:				
Oct. ...	8.65	9.02 1/2	8.65	9.02 1/2b
Dec. ...	8.75-80	9.30	8.75	9.25ax
Jan. ...	9.00-07 1/2	9.50	9.00	9.45ax
Mar. ...	10.20-25	10.80	10.20	10.72 1/2
May ...	10.32-40	10.97 1/2	10.32 1/2	10.95ax
CLEAR BELLIES:				
Oct.	11.02 1/2n

MEAT IMPORTS AT NEW YORK

Imports for the period October 2 to October 8, inclusive, at New York:

Point of origin	Commodity	Amount lbs.
Argentina	Canned corned beef	399,096
	Canned roast beef	141,439
	Canned corned beef hash	2,500
Canada	Pork sausage	1,395
	Fresh chilled beef livers	700
	Fresh chilled lamb livers	1,140
Cuba	1,015 carcasses fresh chilled beef	552,702
	Fresh chilled beef cuts	228,438
	Fresh frozen beef offal	4,759
	25 eighths fresh frozen beef	14,810
	Frozen beef livers	21,364
	10 barrels cured beef	3,800
	Frozen pork feet	190
	Frozen pork cuts	9,803
	57 fresh chilled pork carcasses	5,490
	Fresh frozen beef tongues	1,456
Uruguay	Canned corned beef	126,000



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To FILL the stomachs that an army fights on takes FOOD . . . good food, and plenty of it! Whether your "army" wears uniforms, dungarees, or overalls, the daily delivery of good food is Requirement Number One in the National Defense Effort . . . The saving and conservation of food must come FIRST. Sliced foods are healthful, more digestible. • U. S. Food Slicers *save* food and protect health through sanitary safeguards . . . They play an important role in saving and protecting our food supply . . . make every ounce COUNT. U. S. SLICING MACHINE COMPANY, LAPORTE, INDIANA
(Nation-wide Sales and Service)

Call Us!

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SAVE FOOD — PROTECT FOOD

MEAT AND SUPPLIES PRICES

Chicago

WHOLESALE FRESH MEATS

Carcass Beef		Cor. week,	
		October 15, 1941	1940
		per lb.	per lb.
Prime native steers—			
400-600	20 @20%	20	
600-800	19 1/2 @20	20	
800-1000	18 1/2 @18 1/2	20	
Good native steers—			
400-600	18 1/2 @19	18 1/2	
600-800	17 @17 1/2	18 1/2	
800-1000	16 1/2 @17	18 1/2	
Medium steers—			
400-600	16 1/2 @17	17 1/2 @18 1/2	
600-800	16 @16 1/2	17 1/2	
800-1000	15 1/2 @16 1/2	17 1/2 @18 1/2	
Helfers, good, 400-800	15 1/2 @19	17 1/2 @18 1/2	
Cows, 400-600	13 1/2 @14	12 @12 1/2	
Hind quarters, choice	21	24	
Fore quarters, choice	17	16	

Beef Cuts

Steer loins, choice, 60/65	28	unquoted
Steer loins, No. 1	26	86
Steer loins, No. 2	25	86
Steer short loins, choice, 30/35.32	28	unquoted
Steer short loins, No. 1	28	42
Steer short loins, No. 2	29	38
Steer loin ends (hips)	25	31
Steer loin ends, No. 2	24	30 1/2
Cow loins	21	18
Cow short loins	24	20
Cow loin ends (hips)	18 1/2	20
Steer ribs, choice, 30/40	23	unquoted
Steer ribs, No. 1	27	27
Steer ribs, No. 2	20	26
Cow ribs, No. 2	16	13
Cow ribs, No. 3	15	12 1/2
Steer rounds, choice, 80/100	19	unquoted
Steer rounds, No. 1	18 1/2	19
Steer rounds, No. 2	17	18 1/2
Steer chucks, choice, 80/100	17	unquoted
Steer chucks, No. 1	16 1/2	17 1/2
Steer chucks, No. 2	15 1/2	17
Cow rounds	16 1/2	12 1/2
Cow chucks	14 1/2	13 1/2
Steer plates	10 1/2	10 1/2
Medium plates	10 1/2	10 1/2
Briskets No. 1	15 1/2	15
Cow navel ends	11	8 1/2
Steer navel ends	9	8
Fore shanks	9	9
Hind shanks	9	9
Strip loins, No. 1 bnl.	65	70
Strip loins, No. 2	43	35
Sirloin butts, No. 1	33	37
Sirloin butts, No. 2	24	24
Beef tenderloins, No. 1	60	68
Beef tenderloins, No. 2	55	65
Rump butts	26	24
Flank steaks	27	26
Shoulder clods	19	16
Hanging tenderloins	16	15
Insides, green, 12 1/2 lb. range	21	18 1/2
Outsides, green, 8 lbs. up	20	16
Knuckles, green, 8 lbs. up	20 1/2	16 1/2

Beef Products

Brains	8	7
Hearts	12	10
Tongues	17	18
Sweetbreads	14	14
Ox-tail	10	9
Fresh tripe, plain	10	10
Fresh tripe, H. C.	15	11 1/2
Livers	22	22
Kidneys	8	9

Veal

Choice carcass	21	17 @18
Good carcass	20	15 @16
Good carcass	25	21 @22
Good racks	17	14 @15
Medium racks	16	12

Veal Products

Brains, each	10	10
Sweetbreads	32	30
Calf livers	55	53

Lamb

Choice lambs	20	17
Medium lambs	18	15
Choice saddles	24	21
Medium saddles	23	19
Choice fores	18	18
Medium fores	17	12
Lamb fries	17	28
Lamb tongues	17	17
Lamb kidneys	18	15

Mutton

Heavy sheep	8	6
Light sheep	11	8
Heavy saddles	10	10
Light saddles	13	10
Heavy fores	8	6
Light fores	8	6
Mutton legs	15	12
Mutton loins	12	8
Mutton stew	8	4
Sheep tongues	11	11
Sheep heads, each	11	11

Fresh Pork and Pork Products

Pork loins, 8-10 lbs. av.	22 1/2	18
Picnics	19	11
Skinned shoulders	19 1/2	12 1/2
Tenderloins	35	35
Spareribs	16	13
Back fat	11 1/2	7 1/2
Boston butts	21	14 1/2
Boneless butts, cellar	25	17
trim, 2 @4	15	8
Hocks	10	5
Tails	10	5
Neck bones	6	7
Slip bones	10	7
Blade bones	16	8
Pigs' feet	4	2 1/2
Kidneys, per lb.	9 1/2	4
Livers	16	4
Brains	9	7
Ears	10	4
Snouts	10	6
Heads	7	5
Chitterlings	7 1/2	5

WHOLESALE SMOKED MEATS

Fancy regular hams, 14 @16 lbs.	25 1/2 @26
parchment paper	26 @27 1/2
Fancy skinned hams, 14 @16 lbs.	26 @27 1/2
parchment paper	24 1/2 @25
Standard reg. hams, 14 @16 lbs. plain	21 @22
Picnics, 4 @8 lbs. short shank, plain	20 1/2 @21 1/2
Picnics, 4 @8 lbs. long shank, plain	25 @26
Fancy bacon, 6 @8 lbs. plain	23 @23 1/2
Standard bacon, 6 @8 lbs. plain	23 @23 1/2
No. 1 beef sets, smoked	39 @40
Insides, 8 @12 lbs.	37 @38
Outsides, 5 @9 lbs.	37 @38
Knuckles, 5 @9 lbs.	37 @38
Cooked hams, choice, skin on, fattened	43
Cooked hams, choice, skinless, fattened	43
Cooked hams, skin on, fattened	43
Cooked picnics, skinned, fattened	40 1/2

VINEGAR PICKLED PRODUCTS

Pork feet, 200-lb. bbl.	\$20.75
Lamb tongue, short cut, 200-lb. bbl.	69.00
Regular tripe, 200-lb. bbl.	27.50
Honeycomb tripe, 200-lb. bbl.	30.00
Pocket honeycomb tripe, 200-lb. bbl.	33.50

BARRELED PORK AND BEEF

Clear fat back pork:	
70-80 pieces	\$20.50
80-100 pieces	20.00 @20.25
100-125 pieces	19.50
Clear plate pork, 25-35 pieces	19.50
Bean pork	24.00
Brisket pork	29.00
Plate beef	23.00
Extra plate beef	23.50

SAUSAGE MATERIALS

(Packed basis.)	
Regular pork trimmings	12 @13
Special lean pork trimmings 95%	22 1/2 @23
Extra lean pork trimmings 95%	26 1/2 @27
Pork cheek meat (trimmed)	16 1/2 @17
Pork hearts	12 1/2
Pork livers	15
Native boneless bull meat (heavy)	17 1/2 @17 1/2
Boneless chucks	17
Shank meat	16 1/2
Beef trimmings	13
Dressed canners, 350 lbs. and up	11 1/2
Dressed canner cows, 400-450 lbs.	12 1/2
Dr. bologna bulls, 600 lbs. and up	19 1/2
Tongues, No. 1 canner trim	18

DOMESTIC SAUSAGE

(Quotations cover fancy grades.)	
Pork sausage, in 1-lb. carton	30
Country style sausage, fresh in link	25 1/2
Country style sausage, fresh in bulk	24 1/2
Country style sausage, smoked	28
Frankfurters, in sheep casings	29
Frankfurters, in hog casings	27
Skinless frankfurters	23
Bologna in beef bungs, choice	23 1/2
Bologna in beef middles, choice	23 1/2
Liver sausage in beef rounds	20
Liver sausage in hog bungs	28 1/2
Head cheese	18 1/2
New England luncheon specialty	29 1/2
Mixed luncheon specialty, choice	24 1/2
Tongue and blood	28
Blood sausage	22
Some	20
Polish sausage	28

DRY SAUSAGE

Cervelat, choice, in hog bungs	46
Thuringer	26
Farmer	37
Holsteiner	37
B. C. salami, choice	43 1/2
Milano, salami, choice in hog bungs	43 1/2
B. C. salami, new condition	26 1/2
Frisches, choice, in hog middles	47
Genoa style salami, choice	51
Pepperoni	42
Mortadella, new condition	24 1/2
Cappicola	51 1/2
Italian style hams	42

CURING MATERIALS

Nitrite of soda (Chgo. w'hee. stock)	Cwt.
In 400-lb. bbls., delivered	\$ 8.75
Salt peter, less than ton lots, f.o.b. N. Y.	8.50
Dbl. refined granulated	9.50
Small crystals	9.75
Medium crystals	10.50
Large crystals	2.90
Pure rfd. gran. nitrate of soda	unquoted
Pure rfd. gran. nitrate of soda, unquoted	4.57
Salt, per ton, in minimum car of 80,000 lbs.	only, f.o.b. Chicago, per ton:
Granulated	7.20
Medium, dried	10.20
Rock	6.80
Sugar	
Raw, 96 basis, f.o.b. New Orleans	3.50
Standard gran., f.o.b. refiners (2%)	5.25
Packers' curing sugar, 250 lb. bags,	
f.o.b. Reserve, La., less 2%	4.90
Dextrose, in car lots, per cwt. (cotton)	4.87
in paper bags	4.52

SAUSAGE CASINGS

(F. O. B. Chicago)

(Prices quoted to manufacturers of sausage.)

Beef casings:	
Domestic rounds, 150 pack	.19
Domestic rounds, 140 pack	.37
Export rounds, wide	.48
Export rounds, medium	.22
Export rounds, narrow	.24
No. 1 weasands	.05
No. 2 weasands	.04
No. 1 bungs	.12
No. 2 bungs	.12
Middles, regular	.60
Middles, select, wide, 2 @2 1/2 in.	.65
Middles, select, extra, 2 1/2 in.	.95 @1.00

Dried or salted bladders:	
12-15 in. wide, flat	1.05
10-12 in. wide, flat	.65
8-10 in. wide, flat	.40
6-8 in. wide, flat	.25

Pork casings:	
Narrow, per 100 yds.	2.25
Narrow, special, per 100 yds.	2.25
Medium, regular	1.90
English, medium	1.60
Wide, per 100 yds.	1.65
Extra wide, per 100 yds.	.85
Export bungs	.20
Large prime bungs	.16
Medium prime bungs	.12
Small prime bungs	.08 1/2
Middles, per set	.19

SPICES

(Basis Chicago, original bbls., bags or bales.)

	Whole	Ground
Allspice, prime	24	27
Resifted	25	29
Chili pepper	30	30
Powder	29	29
Cloves Amboyna	27 1/2	32 1/2
Zanzibar	18 1/2	23 1/2
Ginger, Jamaica	40	45
African	34	39
Mace, Fancy Banda	58	66
East Indies	52	59
East & West Indies Blend	56	56
Mustard flour, fancy	34	34
No. 1	22	22
Nutmeg, fancy Banda	22	24
East Indies	18	22 1/2
East & West Indies Blend	21 1/2	21 1/2
Paprika, Spanish	51	51
Pepper Cayenne	35	35
Red No. 1	11	15
Black Malabar	7 1/2	8 1/2
Black Lampong	12 1/2	16
Pepper, white Singapore	13	16 1/2
Muntok	13	16 1/2
Packers	13 1/2	13 1/2

SEEDS AND HERBS

	Whole	Ground
Caraway seed	1.05	1.15
Celery seed, French	.95	1.15
Cominos seed	20 1/2	28 1/2
Coriander Morocco bleached	16	17 1/2
Coriander Morocco natural No. 1	15	17 1/2
Mustard seed, fancy yellow	26	26
America	14	14
Marjoram, French	77	87
Oregano	12	16
Sage, Dalmatian No. 1	1.50	1.70

(Continued on page 224)

PURE VINEGARS

A. P. CALLAHAN & COMPANY

227 SOUTH LA SALLE STREET

CHICAGO, ILL.



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MARKET PRICES

New York

DRESSED BEEF

City Dressed

Choice, native, heavy.....	19	@20
Choice, native, light.....	19 1/2	@21 1/2
Native common to fair.....	17	@18

Western Dressed Beef

Native steers, good, 600@800 lbs.....	18	@19
Native choice yearlings, 400@600 lbs.....	19	@20
Good to choice heifers.....	17	@18
Good to choice cows.....	16	@15 1/2
Common to fair cows.....	14 1/2	@15
Fresh bologna bulls.....	15	@16

BEEF CUTS

	Western	City
No. 1 ribs, prime.....	24	@25
No. 2 ribs.....	23	@24
No. 3 ribs.....	21	@22
No. 1 loins, prime.....	24	@25
No. 2 loins.....	23	@24
No. 3 loins.....	21	@22
No. 1 hinds and ribs.....	23	@24
No. 2 hinds and ribs.....	22	@23
No. 1 rounds.....	19	@20
No. 2 rounds.....	18	@19
No. 3 rounds.....	17	@18
No. 1 chucks.....	19	@20
No. 2 chucks.....	18	@19
No. 3 chucks.....	16	@17
Rolls, reg. 4@6 lbs. av.....	23	@24
Rolls, reg. 6@8 lbs. av.....	24	@25
Tenderloins, steers.....	30	@35
Tenderloins, cows.....	30	@35
Tenderloins, bulls.....	35	@40
Shoulder clods.....	20	@21

DRESSED VEAL

Good.....	21	@22
Medium.....	20	@21
Common.....	19	@20

DRESSED SHEEP AND LAMBS

Genuine spring lambs, good.....	21 1/2	@22 1/2
Genuine spring lambs, good to medium.....	20 1/2	@21 1/2
Genuine spring lambs, medium.....	19 1/2	@20 1/2
Sheep, good.....	9	@11
Sheep, medium.....	7	@9

DRESSED HOGS

Hogs, good and choice (110-140 lbs.)		
head on; leaf fat in.....	\$	16.50
Pigs, small lots (60-110 lbs.)		
head on; leaf fat in.....	17.25	@18.25

FRESH PORK CUTS

	Western	City
Pork loins, fresh, 10@12 lbs.....	23 1/2	@24 1/2
Shoulders, 10@12 lbs. av.....	21	@22
Butts, regular, 4-6 lbs.....	22 1/2	@23 1/2
Hams, regular, fresh, 10@12 lbs. av.....	23	@24
Hams, skinned, fresh, 10@12 lbs.....	24	@25
Picnics, fresh, 6@8 lbs.....	17	@18
Pork trimmings, extra lean, 90-95%.....	23 1/2	@24 1/2
Pork trimmings, regular 50% lean.....	15 1/2	@16 1/2
Spareribs, medium.....	17	@18

	City
Pork loins, fresh, 10@12 lbs.....	25
Shoulders, 6@10 lbs. av.....	22 1/2
Butts, regular, 1 1/2@3 lbs.....	23
Hams, regular, fresh, 10@12 lbs.....	23
Hams, skinned, fresh, 10@12 lbs.....	24
Picnics, fresh, 4@6 lbs.....	20
Pork trimmings, extra lean 90-95%.....	30
Pork trimmings, reg. 50% lean.....	16
Spareribs, medium.....	19
Boston butts.....	25

COOKED HAMS

Cooked hams, choice, skin on, fattened.....	48
Cooked hams, choice, skinned, fattened.....	48

SMOKED MEATS

Regular hams, 8@10 lbs. av.....	27	@28
Regular hams, 10@12 lbs. av.....	27	@28
Regular hams, 12@14 lbs. av.....	27	@28
Skinned hams, 10@12 lbs. av.....	27 1/2	@28 1/2
Skinned hams, 12@14 lbs. av.....	27	@28
Skinned hams, 16@18 lbs. av.....	27	@28
Skinned hams, 18@20 lbs. av.....	27	@28
Picnics, 4@6 lbs. av.....	22	@23
Picnics, 6@8 lbs. av.....	22	@23
Bacon, boneless, western.....	26	@27
Bacon, boneless, city.....	25	@26
Beef tongue, light.....	22	@23
Beef tongue, heavy.....	25	@26

BUTCHERS' FAT

Shoat fat.....	\$3.50	per cwt.
Breast fat.....	4.50	per cwt.
Midble suet.....	5.25	per cwt.
Inedible suet.....	6.00	per cwt.

GREEN CALFSKINS

	8-9	9 1/2-12 1/2	12 1/2-14	14-18	18 up
Prime No. 1 veals.....	23	3.20	3.35	3.40	3.70
Prime No. 2 veals.....	21	2.90	3.05	3.10	3.30
Buttermilk No. 1.....	18	2.70	2.85	2.90
Buttermilk No. 2.....	17	2.55	2.70	2.75
Branded gruby.....	12	1.75	1.90	1.95	2.00
Number 3.....	12	1.75	1.90	1.95	2.00

WHOLESALE DRESSED MEAT PRICES

Wholesale prices of western dressed meats, quoted by the U. S. Department of Agriculture, Agricultural Marketing Service, October 15, 1941:

	CHICAGO	BOSTON	NEW YORK	PHILA.
Fresh Beef:				
STEER, Choice:				
400-500 lbs. ¹	\$19.00@20.00	\$19.50@20.00
500-600 lbs. ¹	18.00@19.00	19.00@19.50	\$18.50@19.50
600-700 lbs. ²	18.00@19.00	17.50@18.50	18.00@19.00	18.50@19.00
700-800 lbs. ³	17.00@18.00	17.50@18.50	18.00@19.00	18.50@19.00
STEER, Good:				
400-500 lbs. ¹	18.00@19.00	18.50@19.50
500-600 lbs. ¹	17.50@18.50	18.00@19.00	18.00@19.00
600-700 lbs. ²	17.00@18.00	17.00@17.50	18.00@19.00	18.00@19.00
700-800 lbs. ³	16.00@17.00	16.50@17.50	17.00@18.00	17.50@18.50
STEER, Commercial:				
400-600 lbs. ¹	15.00@17.00	16.00@17.50	16.00@17.00
600-700 lbs. ²	15.00@16.50	16.00@17.00	16.00@17.00	16.50@17.50
STEER, Utility:				
400-600 lbs. ¹	13.00@15.00	15.00@16.00	14.50@16.00	14.00@16.00
COW (All Weights):				
Commercial.....	14.00@15.00	15.00@15.50	15.00@15.50
Utility.....	13.00@14.00	14.00@15.00	14.00@15.00	14.50@15.00
Cutter.....	12.50@13.00	13.50@14.00	13.00@14.00	13.50@14.50
Canner.....	11.75@12.25
Fresh Veal and Calf:				
VEAL, Choice:				
80-130 lbs.....	20.00@21.00	21.00@22.00	21.00@22.00	21.00@22.00
130-170 lbs.....	18.00@19.00	19.00@22.00
VEAL, Good:				
50-80 lbs.....	18.00@19.00	19.00@20.50	18.50@20.00	19.00@20.00
80-130 lbs.....	19.00@20.00	19.50@21.00	18.00@21.00	19.00@21.00
130-170 lbs.....	15.00@16.00	17.00@20.00
VEAL, Commercial:				
50-80 lbs.....	17.00@18.00	17.00@19.00	17.00@18.00	17.00@18.00
80-130 lbs.....	17.00@19.00	17.00@18.50	17.00@18.50	18.00@19.00
130-170 lbs.....	15.00@16.00	16.00@17.50
VEAL, Utility:				
All weights.....	14.00@16.00	15.50@17.00	15.00@16.00	15.00@17.00
Fresh Lamb and Mutton:				
LAMB, Choice:				
30-40 lbs.....	18.00@20.00	18.50@20.50	20.00@21.00	20.00@21.00
40-45 lbs.....	18.00@20.00	19.00@20.50	20.00@21.00	20.00@21.00
45-50 lbs.....	18.00@20.00	19.00@20.00	19.00@20.00	18.00@20.00
50-60 lbs.....	18.00@19.00	18.50@19.50	18.50@19.00	17.00@18.00
LAMB, Good:				
30-40 lbs.....	18.00@19.00	19.00@20.00	19.50@20.00	19.00@20.00
40-45 lbs.....	18.00@19.00	19.00@20.00	19.00@20.00	19.00@20.00
45-50 lbs.....	18.00@19.00	18.50@19.50	18.00@19.00	18.00@19.00
50-60 lbs.....	17.50@18.50	18.00@19.00	18.00@18.50	17.00@18.00
LAMB, Commercial:				
All weights.....	17.00@18.00	17.00@18.50	17.50@18.00	16.00@17.00
LAMB, Utility:				
All weights.....	15.00@17.00	15.50@17.50	15.00@16.50	15.00@16.00
MUTTON (Ewe), 70 lbs. down:				
Good.....	9.00@10.00	10.00@11.50	10.00@11.00
Commercial.....	8.00@ 9.00	9.00@10.00	9.00@10.00
Utility.....	7.50@ 8.00	7.50@ 9.00	8.00@ 9.00
Fresh Pork Cuts:				
LOINS No. 1 (Bladeless Incl.):				
8-10 lbs.....	22.50@23.00	23.00@26.00	23.50@24.50	23.50@24.50
10-12 lbs.....	22.50@23.00	23.00@26.00	23.50@24.50	23.50@24.50
12-15 lbs.....	21.50@22.50	22.00@25.00	22.00@23.00	22.50@23.50
16-22 lbs.....	18.00@20.00	20.00@22.00	19.00@21.00	20.00@21.50
SHOULDERS, Skinned N. Y. Style:				
8-12 lbs.....	19.00@20.00	20.50@21.50	21.00@22.00
BUTTS, Boston Style:				
4-8 lbs.....	20.00@21.50	22.50@24.00	21.00@23.00
SPARE RIBS:				
Half Sheets.....	15.50@16.50
TRIMMINGS:				
Regular.....	14.00@14.50

¹Includes heifer 300-450 lbs. and steer down to 300 lbs. at Chicago. ²Includes koshered beef sales at Chicago. ³Skin on at Chicago and New York; equivalent weights skin off at Boston and Philadelphia.

⁴Based on 50-100 lb. box sales to retailers.

All quotations in dollars per hundredweight. Beef, veal, lamb, and mutton prices apply to straight and calculated carcass bases.

FANCY MEATS

Fresh steer tongues, untrimmed, per lb.....	17
Fresh steer tongues, l.c. trimmed, per lb.....	30
Sweetbreads, beef, per lb.....	25
Sweetbreads, veal, a pair.....	60
Beef kidneys, per lb.....	11
Mutton kidneys, each.....	5
Livers, beef, per lb.....	29
Oxtails, per lb.....	18
Beef hanging tenders, per lb.....	30
Lamb fries, a pair.....	12

FROZEN POULTRY STOCKS

Stocks of frozen poultry on hand October 1, 1941, with comparisons:

	Oct. 1, 1941	Oct. 1, 1940	5-yr. av. 1936-40
Broilers	11,743	8,425	11,784
Fryers	8,512	6,215	5,187
Roasters	12,896	6,918	6,678
Fowls	20,478	21,990	14,181
Turkeys	9,016	15,284	7,985
Ducks	12,601	11,649	9,768
Miscellaneous	12,711	18,481	16,088
Unclassified poultry	5,156	6,980
Total	98,413	90,842	71,833

Watch the Classified Advertisements page for good men.

Firm Tallow, Grease Tone Weathers Market Easiness

NEW YORK, OCTOBER 15, 1941

TALLOW.—The tallow market displayed independent strength throughout the past week, with an estimated 1½ million lbs. of extra changing hands at 9c, unchanged from the previous week. Weakness in other oils and fats induced producers to let go of quite a little tallow, but local and Cincinnati soapers readily absorbed the offerings. Producers continue in a comfortably sold up position. A new feature entered the market this week with the signing of the Argentine trade pact, which cut the import duty and excise tax on Argentine tallow, from ½c and 3c per lb. to but half these amounts. Belief is expressed by tallow men that it may have a bearish influence on market. Edible was quoted 9¼@9½c; extra, 9c, and special, 8½c.

STEARINE.—The market was quiet but firm at New York. Oleo was quoted 10¼@10½c.

OLEO OIL.—The market was quiet but strong. The government was said to have bought 442,000 lbs. last week. Extra was quoted at 11@12.80c; prime, 10½@12½c; lower grades 10½@12¼c.

GREASE OIL.—Demand was fair and the market steady. No. 1 quoted 13c; No. 2, 12½c; extra, 13½c; extra No. 1, 13¼c; winter strained, 14c; prime burning, 14½c, and prime inedible, 14¼c.

NEATSFOOT OIL.—Market was steady, with demand fair. Extra was quoted at 13½c; No. 1, 13¼c; prime, 14c, and pure, 17¼c.

GREASES.—A very steady tone, with a fair trade passing at unchanged prices, featured the market for greases this week. Producers were not pressing offers and soapers were taking supplies where available at unchanged prices. Firmness in tallow served to offset easiness elsewhere. Choice white was quoted at 9¼c; yellow and house, 8½c, and brown, 8¼@8½c.

CHICAGO, OCTOBER 16, 1941

TALLOW.—The tallow market at Chicago this week moved cautiously, particularly following announcement of the Argentine trade pact, of which all details having a bearing upon the tallow trade were not immediately available. Monday's market was quiet. On Tuesday, despite the bearish influence of a weak lard market, a fair movement of better class production took place at 9c for prime and 8½c for special. Buyers were inactive Wednesday following trade agreement announcement. Thursday's quotations: Edible, 9c; fancy, 8½c; prime, 8¼c; special, 8½c, and No. 1, 8½c.

STEARINE.—A little easier tendency developed in stearine, with prime quoted Thursday at 9¼@10c and yellow, 8½@8¾c.

OLEO OIL.—This market held about steady during the week. On Thursday, extra was quoted at 11½@11¾c and prime, 11¼@11½c.

GREASE OIL.—Grease oil market at Chicago advanced this week. Quotations were as follows: No. 1, 12½c; No. 2, 12¼c; extra, 13¼c; extra No. 1, 12¾c; extra winter strained, 13½c; prime burning, 14c; and prime inedible, 13½c. Acidless tallow oil was 12½c.

NEATSFOOT OIL.—Firm trend prevailed. Quotations were: Extra neatsfoot oil, 13c; No. 1, 12¾c; prime, 13½c; pure, 17¼c; cold test, 27c.

GREASES.—Volume of trade in greases was relatively light this week, conditioned by absence of active bidding, weakness in surrounding markets and uncertainty arising out of the new Argentine trade agreement. At mid-week there was some trading at 9c for white grease and 8½c for packer yellow grease, delivered Cincinnati, for good production. Thursday's quotations: Choice white, 8½c; A-white, 8½c; B-white, 8½c; yellow, 8½@8¾c, and brown, 7½c.

BY-PRODUCTS MARKETS

(Quotations are basis Chicago, October 16.)

Unfavorable war news and the Japanese cabinet crisis were two of the principal factors bringing several of the by-products markets to a virtual standstill this week. Feeds, blood, digester tankage, fertilizer tankage and cracklings slumped and were nominal. Not visibly affected were gelatine and glue stocks, bones and animal hair.

Blood

	Unit
Ammonia	
Unground	\$4.50@4.60n

Digester Feed Tankage Materials

Unground, 11 to 12% ammonia	\$4.75@5.00n
Unground, 6 to 10% choice quality	5.00@5.25
Liquid stick	2.25@2.50

Packhouse Feeds

	Carlots, Per ton
60% digester tankage	\$70.00
50% meat and bone scraps	67.50
Blood-meal	80.00
Special steam bone-meal	55.00

Bone Meals (Fertilizer Grades)

	Per ton
Steam, ground, 3 & 50	\$38.00@39.00
Steam, ground, 2 & 26	37.50

Fertilizer Materials

	Per ton
High grade tankage, ground	
10@11% ammonia	\$3.75n & 10c
Bone tankage, unground, per ton	3n
Hoof meal	3.00

Dry Rendered Tankage

	Per unit
Hard pressed and expeller unground	
45 to 52% protein (low test)	1.05n
57 to 62% protein (high test)	1.00n & 1.02½n
Soft pressed pork, ac. grease and quality, ton	52.50@55.00
Soft pressed beef, ac. grease and quality, ton	50.00@52.50

Gelatine and Glue Stocks

	Per ton
Calf trimmings	\$29.00@32.50
Sinews, plies	27.50
Cattle jaws, skulls and knuckles	40.00n
Hide trimmings	25.00
Pig skin scraps and trim, per lb.	6¼ @ 7c

Bones and Hoofs

	Per ton
Round shins, heavy	\$85.00@75.00
light	65.00
Flat shins, heavy	60.00@65.00
light	60.00
Blades, buttocks, shoulders & thighs	57.50@60.00
Hoofs, white	55.00@57.50
Hoofs, house run, unsorted	40.00
Junk bones	30.00@31.00

Animal Hair

Winter coll dried, per ton	\$ 60.00
Summer coll dried, per ton	\$32.50@35.00
Winter processed, black, lb.	8 @ 9
Winter processed, gray, lb.	4 @ 4½
Summer processed, gray, lb.	4 @ 4½
Cattle switches	4¼ @ 4½

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Tufedge
BEEF CLOTHING

LOOK FOR THE BLUE STRIPE

"The Successor to Wasteful, Old-Fashioned Shrouds"

THE CLEVELAND COTTON PRODUCTS CO.
CLEVELAND, OHIO

FERTILIZER PRICES

BASIS NEW YORK DELIVERY

Ammoniates

Ammonium sulphate, bulk, per ton, basis ex-vessel Atlantic ports.....	\$20.00
Blood, dried, 16% per unit.....	4.25
Unground fish scrap, dried 11½% ammonia 16% B. P. L., f.o.b. fish factory.....	4.75 & 10c
Fish meal, foreign, 11½% ammonia, 10% B. P. L., c.i.f. spot.....	55.00
October shipment.....	55.00
Fish scrap, acidulated, 70% ammonia, 8% A. P. A., f.o.b. fish factories.....	2.75 & 10c
Soda nitrate, per net ton, bulk, ex-vessel Atlantic and Gulf ports.....	30.00
in 200-lb. bags.....	32.00
in 100-lb. bags.....	35.00
Fertilizer tankage, ground, 10% ammonia, 10% B. P. L. bulk.....	4.00 & 10c
Feeding tankage, unground, 10-12% ammonia, 16% B. P. L. bulk.....	5.00 & 10c

Phosphates

Foreign bone meal, steamed, 3 and 50 bags, per ton, c.i.f.....	\$37.50
Bone meal, raw, 4½% and 50%, in bags, per ton, c.i.f.....	37.50
Superphosphate, bulk, f.o.b. Baltimore, per ton, 16% Nat.....	9.50

Dry Rendered Tankage

50/55% protein, unground.....	\$1.00
60% protein, unground.....	1.00

EASTERN FERTILIZER MARKETS

New York, October 15, 1941

Markets continued quiet, with very little trading reported. Blood is nominally \$4.25, f.o.b. New York; some imported material offered at this figure. Cracklings, which last sold at about \$1.00 per unit, f.o.b. shipping point, are not very strong at this figure.

Tankage is offered at \$5.00 and 10c, f.o.b. eastern shipping points, with no buying interest. One car of high test tankage was sold at \$4.50 & 10c.

Cotton Oil Market Weak On Depressing News Reports

THE cottonseed oil futures market displayed considerable weakness during the past week as a result of increased hedge selling, and liquidation brought about by drastic weakness in lard. The American-Argentine trade pact was also a discouraging factor.

However, buying power has been destroyed by the unfavorable turn in the Russian situation and the weakness in allied markets. When heavier hedge selling and liquidation of May developed on Wednesday, the market slumped 70 points, the sharpest break since OPACS threatened a ceiling. At the lows prices were off 158 to 165 points from the season's highs. During the same period lard dropped 2½ to 2¼c per lb.

The market ignored a bullish September consumption report and advices indicating that deliveries of cotton oil against old orders continued liberal.

September consumption of cotton oil exceeded all expectations, totaling 297,635 bbls. compared with 273,993 bbls. in September, 1940.

COCONUT OIL.—The market was easier and off ½c at New York at 7½c, while Pacific coast was 6½@6½c.

CORN OIL.—Offerings were scanty.

The New York market was nominally called 12¼c on crude.

SOYBEAN OIL.—The market was very unsettled. At times buyers were completely withdrawn. Sales were reported down to 10¼c, basis Decatur, a drop of 1c per pound from the season's highs. On Wednesday the market was called 10@10¼c nominal.

PALM OIL.—The market was dull but steady. At New York Nigre spot in drums was quoted at 8¼c and tanks, 8c nominal.

PEANUT OIL.—Sales of southeast crude peanut oil were reported as low as 12½c following weakness in cotton oil and soybean oil.

COTTONSEED OIL.—Valley and Southeast crude were quoted Wednesday at 11½@11½c nominal; Texas, 11½@11½c nominal at common points; Dallas, 11½@11½c nominal.

Futures market transactions for the week at New York were:

SATURDAY, OCTOBER 11, 1941

		Range		Closing
	Sales	High	Low	Bid Asked
October	3	13.45	13.43	13.25 13.33
November	13.25 nom
December	24	13.30	13.15	13.15 trad
January	2	13.26	13.14	13.15 13.17
February	13.15 nom
March	32	13.37	13.18	13.19 21tr
April	13.20 nom
May	28	13.34	13.20	13.23 trad

Sales 89 contracts.

MONDAY, OCTOBER 13, 1941

(Closed—Holiday.)

TUESDAY, OCTOBER 14, 1941

		Range		Closing
	Sales	High	Low	Bid Asked
October	9	13.17	13.05	13.15 bid
November	13.15 nom
December	60	13.17	12.90	13.17 sale
January	14	13.15	12.83	13.17 13.20
February	13.17 nom
March	91	13.20	12.85	13.19 20tr
April	13.20 nom
May	70	13.20	12.85	13.19 20tr

Sales 244 contracts.

WEDNESDAY, OCTOBER 15, 1941

		Range		Closing
	Sales	High	Low	Bid Asked
October	12	13.00	13.00	12.90 bid
November	12.90 nom
December	33	13.20	12.46	12.46 trad
January	6	12.80	12.80	12.46 12.48
February	12.46 nom
March	135	13.15	12.50	12.50 trad
April	12.50 nom
May	122	13.15	12.50	12.47 12.51

Sales 308 contracts.

THURSDAY, OCTOBER 16, 1941

		Range		Closing
	Sales	High	Low	Bid Asked
December	90	12.37	11.45	11.72 12.46
January	24	12.85	11.46	11.73 12.46
March	192	12.41	11.50	11.79 12.50
May	132	12.41	11.50	11.81 12.49

(See page 230 for later markets.)

VEGETABLE OILS

Crude cottonseed oil, in tanks, f.o.b.	
Valley points, prompt.....	11½@12
White decolorized, in bbls., f.o.b. Chgo.....	15½@15¾
Yellow, decolorized.....	15½@15¾
Soap stock, 50% f.f.a., f.o.b. consuming points.....	3½@3¾
Soybean oil, in tanks, f.o.b. mills.....	10¾@10¾
Corn oil, in tanks, f.o.b. mills.....	12¼@12¼
Coconut oil, sellera tanks, f.o.b. coast.....	6¼@6½
Refined coconut, bbls., f.o.b. Chicago.....	13¼@13¼

OLEOMARGARINE

F.O.B. CHICAGO

White domestic vegetable.....	17½
White animal fat.....	14
Water churned pastry.....	16¾
Milk churned pastry.....	17½
Vegetable type.....	18

GOSHEN

HYDRAULIC PRESSES

for Lard, Tallow, Tankage Sheepskins and Leather

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Complete Stock of Hydraulic Press Supplies
THOMAS-ALBRIGHT CO.
GOSHEN, INDIANA

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I NEED CORK FOR FOOD PRESERVATION!

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Novoid Corkboard and Cork Pipe Covering are both available for essential needs.

TODAY, all of us realize that it is to our country's best interests to conserve CORK. With this in mind, we are helping the government to build up a reserve supply of this vital insulating material by limiting the sale of corkboard to essential uses only.

Defense orders, of course, come first. But we also recognize the importance of food preservation to the country's armed forces as well as the civilian population. We, therefore, assure you that all cork insulation orders for projects closely related to food preservation will also receive our prompt attention.

No limitation, however, has been placed on the sale of *cork pipe covering*. The government feels that this material is essential to the efficient operation of refrigerated equipment of all types. To avoid delays in shipment, we urge you to let us know your needs as far in advance as possible. For complete information, write to Cork Import Corporation, 330 West 42nd Street, New York City.

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GOOD NEWS

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MILWAUKEE

HIDES AND SKINS

Hide markets at standstill pending news from OPA on freight basis—Ceiling prices reported obtainable despite weakness of other commodity markets.

Chicago

PACKER HIDES.—There has been no reported trading in packer hides so far this week, and to all outward appearances, all hide markets have been quiet for almost two weeks. Packers were closely sold up prior to that time, so the accumulation extends over only this period, with the probability that there have been a few hides booked quietly to tanning account.

The trade has been awaiting the outcome of the recent conference with the Office of Price Administration at Washington regarding proposed changes in freight basis on sales of hides, whereby hides originating in the southwestern cattle section, as well as other points, might be sold on an f.o.b. shipping point basis, so that eastern tanners might buy hides from that section on an equal basis with western tanners. The present practice, under the price ceiling schedule, of selling on a Chgo. freight equalized basis results in less return to the seller on hides moving to eastern

tanners, and a consequent disinclination to sell to those tanners.

There was considerable liquidation in other commodity markets late this week, induced by unfavorable war news from the Russian front and uncertainty caused by the resignation of the Japanese cabinet. While trading in hide futures has been restricted in recent months, especially on the up-side, the decline in hide futures on Thursday extended only to 20 points, which was off-set in part by earlier gains.

There has been little talk of hide trading but the belief is general at the moment that packers would have no difficulty in moving their present holdings at full ceiling prices. The reciprocal trade agreement with Argentina effective Nov. 15, 1941, announced this week, whereby the duty on hides and skins would be reduced from ten percent to five percent, is generally expected to be off-set to some extent by advanced selling prices in that market.

OUTSIDE SMALL PACKER.—While there has been no reported trading this week in outside small packer all-weight steers and cows, this market has been kept well sold up recently and anything of reasonably good take-off is said to be salable at ceiling price of 15½c, selected, trimmed, for natives, with

brands at a cent less, Chgo. freight basis, or f.o.b. points east of Chicago.

PACIFIC COAST.—As previously reported, one West Coast packer moved Sept. production of hides recently at the ceiling price of 14c, flat, Chgo. freight equalized, netting the seller 13.36, f.o.b. shipping point. Other producers declined business this basis, awaiting the outcome of the recent conference in Washington regarding the possibility of establishing a ceiling price on an f.o.b. shipping point basis.

FOREIGN WET SALTED HIDES.

The South American market has also been very quiet for the past week. Buyers from the States have furnished a good part of the support in this market recently and they are remaining out of the market until the matter of freight basis on domestic hide sales is settled. The reciprocal trade agreement with Argentina which goes into effect November 15, announced this week, reduces the duty on hides and skins from ten percent, in effect since 1930, to five percent. The trade is inclined to the belief, however, that this will be off-set in good part by advanced selling prices in the Argentine market; and that, while imports from the Argentine may increase to around 4,000,000 to 5,000,000 hides, this would not make up the shortage between estimated domestic production and expected consumption next year. Last trading in Argentine standard steers was at 102 pesos, equal to 15½c, c.i.f.

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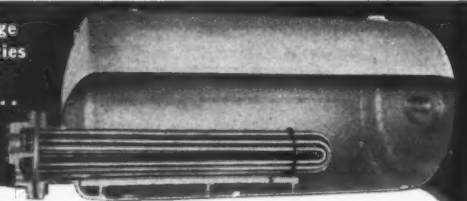
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New York; reject steers last sold at 97 pesos, or 14 $\frac{1}{2}$ ¢; standard light steers at 110 pesos or 16 $\frac{1}{2}$ ¢.

COUNTRY HIDES.—There is very little trading going on in country hides, offerings being still very light. It is difficult to buy any untrimmed all-weights under 14c, flat, del'd Chgo., and stock running under 46 lb. avge. might bring $\frac{1}{4}$ @ $\frac{1}{2}$ c more. Heavy steers and cows are quoted 12 $\frac{1}{2}$ @13c flat, top usually asked for trimmed stock, and straight cows might be sold in this range. Trimmed buff weights are quoted around 14 $\frac{1}{2}$ c, flat; some claim this figure has been bid. Trimmed extremes are scarce and salable at ceiling figure of 15c, flat, or 15 $\frac{1}{2}$ c, selected. Country bulls last sold at 8 $\frac{1}{2}$ c. Glues quoted 11@11 $\frac{1}{2}$ c flat. All-weight branded hides quoted around 12 $\frac{1}{2}$ @13c, flat.

CALFSKINS.—There has been no mention as yet of trading in packer Sept. calfskins, but they are reported to be salable at full maximum prices, 27c for northern heavies and 23 $\frac{1}{2}$ c for lights under 9 $\frac{1}{2}$ lb.

While no details as to quantities have been disclosed, collectors report a steady movement of Chgo. city calfskins as accumulated, at ceiling prices of 20 $\frac{1}{2}$ c for 8/10 lb. and 23c for 10/15 lb. Country calfskins are quotable at maximum prices, 10 lb. and down at 16c, and 10/15 lb. at 18c, flat, f.o.b. shipping point. Chgo. city light calf and deacons are quotable at ceiling of \$1.43.

KIPSKINS.—Some action is still awaited on packer Sept. kipskins. Ceiling prices are said to be obtainable, 20c, selected, for northern natives, 19c for over-weights, and 17 $\frac{1}{2}$ c for brands.

Chgo. city kipskins are moving at maximum price of 18c, selected, for natives and 17c for over-weights; accumulation is still very light but collectors report top prices obtainable on any offerings. Country kips, 15-30 lb., are quoted at 16c, flat, f.o.b. shipping point.

Packer regular slunks are quotable at ceiling price of \$1.10 flat, hairless at 55c flat.

HORSEHIDES.—The market is steady on city renderer horsehides, with manes and tails, at \$6.60@6.70, selected, f.o.b. nearby points, and good stock salable in this range. Ordinary trimmed renderers are in less demand and quoted \$6.35@6.50, del'd Chgo.; mixed city and country lots quoted \$5.75@5.85, Chgo.

SHEEPSKINS.—Packer shearlings moving in a small way at steady to firm prices, No. 1's, \$1.75@1.80, No. 2's, \$1.30@1.35; No. 3's, 80@85c, small lots up to 90c. Pickled skins last sold \$7.50 per doz., packer production, with \$7.75 or better asked. There has been some trading in midwest packer October lamb pelts, with no details disclosed but market called around \$2.60 per cwt., live weight basis, with 35c less for short wools and undisclosed discount for Colorados. Northern na-

tive lambs quoted around \$2.25@2.30 per cwt., live basis. Outside small packer pelts moving \$1.75@1.90 each, according to quality.

New York

PACKER HIDES.—The New York packers are well sold up to end of Sept. and negotiations are under way in some quarters for the movement of Oct. production at full ceiling prices, native steers 15 $\frac{1}{2}$ c, butt brands 14 $\frac{1}{2}$ c, Colorados 14c, and bulls 12c.

CALFSKINS.—There is a steady movement in a quiet way by both packers and collectors at full maximum prices for all calfskins, details as to quantities being withheld. Collector 3-4's are quotable at \$1.15, 4-5's \$1.30, 5-7's \$1.65, 7-9's \$2.60, 9-12's \$3.55, 12-17 veal kips \$3.95, and 17 lb. up \$4.35. Packer 3-4's are quotable at \$1.25, 4-5's \$1.40, 5-7's \$1.80, 7-9's \$2.80, 9-12's \$3.80, 12-17 veal kips \$4.20, and 17 lb. up \$4.60.

CHICAGO HIDE MOVEMENT

Receipts of hides at Chicago for the week ended October 11, 1941, were 5,514,000 lbs.; previous week 4,242,000 lbs.; same week last year 4,481,000 lbs.; Jan. 1 to date, 200,211,000 lbs.

Shipments of hides from Chicago for week ended October 11, 1941, were 6,927,000 lbs.; previous week 8,225,000 lbs.; same week last year 5,872,000 lbs.; Jan. 1 to date, 223,789,000 lbs.

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FSCC Purchases

Purchases on October 17 by the FSCC consisted of 4,831,000 lbs. of cured pork, 9,726,548 lbs. of canned pork, 13,070,000 lbs. of lard, 42,125 100-yd. bundles of hog casings and 17,500 pieces of beef bungs.

NEW YORK HIDE FUTURES

Closing Prices

Monday, Oct. 13.—New York hide futures market closed. Columbus Day.

Tuesday, Oct. 14.—Dec. 14.60@14.75; Mar. 14.60@14.75; June 14.60 n; Sept. 14.60 n; 9 lots; 5@15 lower.

Wednesday, Oct. 15.—Dec. 14.75; Mar. 14.67 n; June 14.67 n; Sept. 14.67 n; 5 lots; 7@15 higher.

Thursday, Oct. 16.—Dec. 14.55@14.60; Mar. 14.47@14.60; June 14.47@14.60; Sept. 14.47 b; 15 lots; 20 lower.

Friday, Oct. 17.—Dec. 14.50@14.60; Mar. 14.41@14.50; June 14.41@14.50; Sept. (1942) 14.41b; 3 lots.

FINANCIAL NOTES

Accumulated dividends of \$3 and \$3.50 have been declared by Cudahy Packing Co. on the 6 per cent and 7 per cent cumulative preferred stocks, both payable October 25 to all shareholders of record on October 20.

WEEK'S CLOSING MARKETS

FRIDAY'S CLOSING

Provisions

Lard futures market was nervous in tone. Trading started strong on commission house buying and speculative covering. Demand centered around the 9.00 figure on December and prices later in the day were around best levels. Green joints were irregularly lower in the carlot market. Chicago hog top was \$10.25.

Cottonseed Oil

Valley and Southeast crude were quoted at 11c nominal; Texas, 11c nominal at common points; Dallas, 11½c nominal.

Quotations on New York bleachable cottonseed oil, Friday close, were: Dec. 12.10@12.15; Jan. 12.10 sale; Mar. 12.17@12.16 sales; May 12.18@12.19 sales; 23 lots.

ANIMAL FAT IMPORTS

Imports of animal fats and oils during July, 1941, and their value:

	Quantity	Value
Whale oil, gals.....	35,819	\$ 11,806
Cod oil, gals.....	127,753	61,045
Cod liver oil, gals.....	137,795	221,983
Other fish oils, gals.....	46,740	27,249
Inedible tallow, lbs.....	3,487,773	105,760
Tankage, ton.....	3,675	105,455
Wool grease, lbs.....	55,847	2,434

CHICAGO HIDE QUOTATIONS

Quotations on hides at Chicago for the week ended Oct 17, 1941:

	Week ended Oct. 17	Prev. week	Cor. week, 1940
Hvy. nat. str.	@15¼	@15¼	@13¼
Hvy. Tex. str.	@14½	@14½	@11½
Hvy. butt brnd'd str.	@14¼	@14¼	@11¼
Hvy. Col. str.	@14	@14	@11
Ex-light Tex. str.	@15	@15	@11¼
Brnd'd cows.	@14¼	@14¼	@11
Hvy. nat. cows.	@15¼	@15¼	@13¼
Lt. nat. cows.	@15¼	@15¼	12½ @13
Nat. bulls.	@12	@12	@8½
Brnd'd bulls.	@11	@11	@7½
Calfskins	23¼ @27	23¼ @27	19 @26
Kips, nat.	@20	@20	@21
Kips, ov-wt.	@19	@19	@19
Kips, brnd'd.	@17¼	@17¼	@17
Slunks, reg.	@1.10	@1.10	@80
Slunks, hrls.	@55	@55	@60

CITY AND OUTSIDE SMALL PACKERS

Nat. all-wts.	@15¼	@15¼	11 @11¼
Branded	@14¼	@14¼	10½ @11
Nat. bulls.	@12	@12	7¼ @7½
Brnd'd bulls.	@11	@11	6¼ @7
Calfskins	20¼ @23	20¼ @23	17 @22
Kips	@18	@18	@19
Slunks, reg.	@1.00n	@1.00n	@70
Slunks, hrls.	@50n	@50n	@50

All packer and small packer hides and skins quoted on trimmed, selected basis, except all slunks quoted flat.

COUNTRY HIDES

Hvy. steers	@12¼	@12¼	7¼ @8
Hvy. cows	@12¼	@12¼	7¼ @8
Buffs	@14¼	@14¼	10 @10¼
Extremes	@15	@15	12 @12¼
Bulls	@8¼	@8¼	6 @6¼
Calfskins	@18	@18	14 @14¼
Kipskins	@16	@16	13 @13¼
Horsehides	5.75@6.70	5.75@6.75	4.60@5.35

All country hides and skins quoted on flat basis.

SHEEPSKINS

Pkr. shearlgs.	1.75@1.80	1.75@1.80	@1.50
Dry pelts	@24n	@24n	18¼ @20

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LIVESTOCK MARKETS *Weekly Review*

Fewer Lambs To Be Fed in Fall-Winter

LAMB feeding information available early in October, indicates some decrease during the 1941-42 season, compared with record high numbers fed last year, according to report of the U. S. Department of Agriculture.

Shipments of feeder lambs and sheep into the Corn Belt states during the three months, July to September, were about 10 per cent less than last year. This decrease is due, in part, to the excellent range feed conditions in the western states which have tended to delay the movement into the Corn Belt. However, it does not now appear probable that a heavy in-movement in October and November can bring the total up to last year, since October in-shipments last year were very large. Present indications point to decreased feeding operations in Ohio, Michigan, Wisconsin, Minnesota, Iowa and South Dakota, while nearly as many or more are expected to be fed in Indiana, Illinois, Missouri, Nebraska and Kansas compared with totals given for the same period last year.

Early October reports from the western states indicate considerable uncertainty as to the probable volume of feeding in that area this year, a few of these states are now expected to show decreased feeding operations while the others may feed as many or more than last year. The total for the western states may be about as large as last season. In Colorado, the largest feeding state, the number fed will probably equal or exceed the relatively small number fed last season.

In all western states and in Texas, the active demand for ewe lambs, and a substantial premium on ewe lambs over wether lambs, indicate that more

ewe lambs may be held over in these states than last fall.

With wheat pasture prospects in Texas, Oklahoma and Kansas the best in years, a considerable increase in lamb feeding in that area seems probable. The limiting factor seems to be the available supply of lambs which, in turn, will be largely dependent upon the disposition made of the large Texas lamb crop.

STOCKERS AND FEEDERS

Stocker and feeder shipments received in the Corn Belt states¹ in September:

	Cattle and Calves	
	Sept. 1941	Sept. 1940
Stockyards	152,983	222,594
Direct	117,204	163,802
Total	270,187	386,396
Total, July to Sept. Incl.	496,639	803,459

	Sheep and Lambs	
	Sept. 1941	Sept. 1940
Stockyards	150,734	176,734
Direct	609,606	774,607
Total	760,330	951,341
Total, July to Sept. Incl.	1,269,002	1,533,661

¹Data in this report are obtained from offices of state veterinarians. Under "Public Stockyards" are included stockers and feeders which were bought at stockyards markets. Under "direct" are included stockers and feeders coming from other states from points other than public stockyards, some of which are inspected at public stockyards, while stopping for feed, water, and rest en route.

CANADIAN CARCASS GRADING

Canadian hog carcasses graded during September totaled 504,493 compared with 413,207 graded during September last year. Of this total, 166,978 carcasses were grade A, and 226,734 were grade B-1. During the first nine months of 1941 the total number of carcasses graded was 4,157,080 compared with 3,436,840 graded during the first nine months last year. Total for 1941 included 1,291,508 grade A carcasses and 1,841,267 grade B-1.

Cattle Feeding Will Be on Smaller Scale

DEVELOPMENTS in cattle feeding up to October 1 point to a considerable decrease during the 1941-42 fall and winter season compared with a year earlier, according to a report by the U. S. Department of Agriculture.

Most of this decrease in cattle feeding will be in the Corn Belt states, where shipments of feeders during the three months, July to September, have been about one-third smaller than last year. Although there may be a rather heavy movement of feeders during the last three months of the year, available information as to stocker and feeder cattle to be moved from producing states does not point to a sufficient volume to offset the decrease in the shipments during July-September period.

Feed supplies in the Corn Belt are ample to abundant but feed costs are considerably higher than a year ago. With prices of feeder and stocker cattle running 15 to 20 per cent above last year, and finished cattle selling at or below last year's prices, feeders are deferring their purchases. It appears that decreases in cattle feeding from last year will be rather general throughout the Corn Belt states except in Kansas. Here, with crop production the largest in many years and wheat pastures in good condition, it is expected that cattle feeding will be on a larger scale than last year.

Reports from other areas indicate that the total number of cattle to be fed outside the Corn Belt this year may be about the same as last year. A few of the western states may show a decrease in feeding operations, but increases in some of these states and in the winter wheat area of Texas are expected to offset these decreases.

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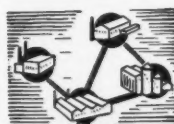
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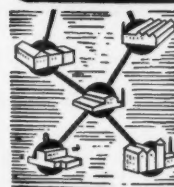
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CORN BELT DIRECT TRADING

(Reported by U. S. Department of Agriculture, Agricultural Marketing Service)

Des Moines, Ia., October 16.—At the 19 concentration yards and 11 packing plants in Iowa and Minnesota, heavy receipts brought about a sharp break in hog prices during the week.

Hogs, good to choice:

160-180 lb.	\$8.90@ 9.70
180-200 lb.	9.60@ 9.90
200-220 lb.	9.75@ 10.05
220-240 lb.	9.50@ 9.85
240-260 lb.	9.30@ 9.65
260-280 lb.	9.30@ 9.65
280-300 lb.	9.30@ 9.65
300-320 lb.	9.30@ 9.65
320-340 lb.	9.30@ 9.65

Sows:

330 lbs. down.	\$9.00@ 9.40
330-400 lb.	8.85@ 9.25
400-500 lb.	8.35@ 8.85

Receipts of hogs at Corn Belt markets for week ended Oct. 16, 1941, were as follows:

	This week	Last week
Friday, Oct. 10	26,300	23,300
Saturday, Oct. 11	24,600	18,500
Monday, Oct. 13	35,600	26,900
Tuesday, Oct. 14	34,100	26,200
Wednesday, Oct. 15	41,600	26,200
Thursday, Oct. 16	36,000	31,700

NEW YORK LIVESTOCK

Livestock prices at Jersey City, October 14, 1941, as reported by the Agricultural Marketing Service, U. S. Department of Agriculture:

CATTLE:

Steers, medium	\$10.10@10.25
Steers, common to medium	9.90
Cows, medium	7.25@ 8.50
Cows, cutter and common	6.00@ 7.25
Cows, canners	4.75@ 6.00
Bulls, good	9.50@10.00
Bulls, medium	8.25@ 9.50
Bulls, cutter to common	7.00@ 8.25

CALVES:

Vealers, good and choice	\$13.00@15.00
Vealers, common and medium	9.00@13.00
Vealers, culls	7.00@ 9.00
Calves, good and choice	8.50@11.00
Calves, common and medium	7.00@ 8.50
Calves, culls	6.25@ 7.00

HOGS:

Hogs, good and choice, 192-lb.	\$ 11.20
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LAMBS:

Lambs, good and choice	\$11.75@12.50
Lambs, medium and good	10.75@11.50
Lambs, common	9.00@10.25

Receipts of salable livestock at Jersey City public market for the week ended with October 10:

	Cattle	Calves	Hogs*	Sheep
Salable receipts	1,912	2,572	160	4,086
Total, with direct	8,356	11,759	22,025	35,879
Previous week:				
Salable receipts	2,150	2,725	898	4,170
Total, with direct	6,219	11,416	22,341	34,258

*Including hogs at 41st street.

RECEIPTS AT CHIEF CENTERS

Receipts for week ended October 11:

	Cattle	Hogs	Sheep
At 20 markets:			
Week ended Oct. 11	268,000	346,000	343,000
Previous week	282,000	363,000	391,000
1940	268,000	440,000	422,000
1939	253,000	373,000	389,000
1938	271,000	411,000	412,000
At 11 markets:			
Week ended Oct. 11			282,000
Previous week			306,000
1940			373,000
1939			308,000
1938			351,000
At 7 markets:			
Week ended Oct. 11	201,000	227,000	191,000
Previous week	191,000	250,000	215,000
1940	195,000	300,000	256,000
1939	178,000	249,000	227,000
1938	190,000	281,000	248,000

LIVESTOCK PRICES AT LEADING MARKETS

Livestock prices at five leading western markets, Thursday, October 16, 1941, as reported by U. S. Department of Agriculture, Agricultural Marketing Service:

Hogs (Soft & Oily not quoted): CHICAGO NAT. STK. YDS. OMAHA KANS. CITY ST. PAUL

BARROWS AND GILTS:

Good-choice:

120-140 lbs.	\$ 9.25@ 9.75	\$ 9.40@ 9.90	\$ 9.50@ 9.75	\$ 9.75@10.00	\$ 9.25@ 9.85
140-160 lbs.	9.50@10.15	9.90@10.40	9.65@ 9.90	9.85@10.15	9.85@10.05
160-180 lbs.	9.85@10.35	10.35@10.45	9.85@ 9.90	9.85@10.15	9.85@10.15
180-200 lbs.	10.10@10.40	10.40@10.50	9.75@10.10	9.85@10.25	9.85@10.15
200-220 lbs.	10.35@10.65	10.40@10.50	10.00@10.10	10.00@10.30	10.15 only
220-240 lbs.	10.40@10.75	10.40@10.50	10.00@10.10	10.10@10.30	10.15 only
240-260 lbs.	10.40@10.75	10.35@10.50	10.00@10.10	10.10@10.30	10.05@10.15
260-280 lbs.	10.40@10.70	10.10@10.45	9.90@10.00	10.10@10.25	9.85@10.10
280-300 lbs.	10.25@10.55	10.00@10.25	9.80@10.00	10.00@10.20	9.80@10.05
300-320 lbs.	10.20@10.35	9.90@10.15	9.65@10.00	9.90@10.10	9.70@ 9.90

Medium:

160-220 lbs.	9.75@10.35	9.75@10.35	9.40@ 9.75	9.75@10.20	9.50@10.00
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SOWS:

Good and choice:

270-300 lbs.	9.90@10.10	9.80@ 9.90	9.25@ 9.50	9.45@ 9.65	9.35@ 9.50
300-330 lbs.	9.80@10.00	9.80@ 9.90	9.10@ 9.35	9.45@ 9.65	9.30@ 9.35
330-360 lbs.	9.50@ 9.90	9.65@ 9.90	9.00@ 9.25	9.40@ 9.60	9.25@ 9.35

Good:

360-400 lbs.	9.30@ 9.55	9.35@ 9.75	8.90@ 9.10	9.25@ 9.50	9.10@ 9.35
400-450 lbs.	9.00@ 9.35	9.15@ 9.50	8.75@ 9.00	9.15@ 9.35	8.95@ 9.25
450-500 lbs.	8.75@ 9.10	8.90@ 9.30	8.65@ 8.85	9.00@ 9.25	8.85@ 9.10

Medium:

250-500 lbs.	8.35@ 9.35	8.60@ 9.60	8.25@ 8.90	9.00@ 9.50	8.60@ 9.25
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PIGS (Slaughter):

Med. & good, 90-120 lbs.	8.75@ 9.35	9.10@ 9.60			
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Slaughter Cattle, Vealers and Calves:

STEERS, choice:

750-900 lbs.	12.25@12.75	12.00@12.50	11.75@12.25	11.50@12.50	11.75@12.50
900-1100 lbs.	11.75@12.75	11.75@12.50	11.50@12.25	11.50@12.50	11.50@12.50
1100-1300 lbs.	11.25@12.50	11.50@12.25	11.00@12.00	11.00@12.25	11.00@12.25
1300-1500 lbs.	11.00@12.00	11.25@12.00	10.75@11.50	10.50@11.75	10.75@11.75

STEERS, good:

750-900 lbs.	11.25@12.25	10.75@12.00	10.50@11.75	10.50@11.50	10.50@11.75
900-1100 lbs.	10.75@12.00	10.50@11.75	10.00@11.50	10.25@11.50	10.25@11.50
1100-1300 lbs.	10.50@11.75	10.50@11.50	10.25@11.50	10.00@11.50	10.00@11.50
1300-1500 lbs.	10.25@11.25	10.25@11.50	10.00@11.00	10.00@11.00	10.00@11.00

STEERS, medium:

750-1100 lbs.	9.50@11.25	9.25@10.75	9.25@10.50	8.75@10.25	9.00@10.50
1100-1300 lbs.	9.00@10.75	9.00@10.75	9.25@10.50	8.75@10.00	9.00@10.25

STEERS, common:

750-1100 lbs.	8.00@ 9.25	8.00@ 9.25	7.50@ 9.25	7.75@ 8.75	7.50@ 9.00
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STEERS, HEIFERS AND MIXED:

Choice, 500-750 lbs.	12.00@12.75	11.75@12.50	11.50@12.25	11.50@12.25	11.50@12.25
Good, 500-700 lbs.	11.00@12.25	10.50@11.75	10.50@11.50	10.00@11.50	10.50@11.50

HEIFERS:

Choice, 750-900 lbs.	12.00@12.75	11.75@12.50	11.25@12.00	11.50@12.50	11.25@12.25
Good, 750-900 lbs.	10.25@12.00	10.50@11.75	10.00@11.25	10.00@11.50	9.75@11.25
Medium, 500-900 lbs.	8.50@10.50	8.00@10.50	8.50@10.00	7.75@10.00	8.00@ 9.75
Common, 500-900 lbs.	7.00@ 8.50	7.00@ 8.50	7.25@ 8.50	7.00@ 7.75	6.75@ 8.00

COWS, all weights:

Good	8.25@ 8.75	8.00@ 8.75	7.75@ 8.75	7.75@ 8.75	7.75@ 8.50
Medium	7.50@ 8.25	7.00@ 8.00	7.00@ 7.75	7.00@ 7.75	7.25@ 7.75
Cutter and common	6.25@ 7.50	6.00@ 7.00	5.75@ 7.00	5.75@ 7.00	5.75@ 7.25
Canner	5.00@ 6.25	5.00@ 6.00	4.50@ 5.75	4.75@ 5.75	5.00@ 5.75

BULLS (Ylgs. Excl.), all weights:

Beef, good	8.50@ 9.25	8.75@ 9.00	8.50@ 9.00	8.25@ 8.50	8.25@ 8.50
Sausage, good	8.50@ 9.00	8.50@ 8.75	8.25@ 8.75	8.25@ 8.50	8.00@ 8.50
Sausage, medium	7.75@ 8.50	8.00@ 8.50	7.50@ 8.25	7.50@ 8.25	7.25@ 8.00
Sausage, cutter and com.	7.00@ 7.75	6.50@ 8.00	6.75@ 7.50	6.25@ 7.50	6.75@ 7.25

VEALERS, all weights:

Good and choice	12.50@14.50	12.75@14.00	10.50@12.50	11.00@13.00	10.50@13.00
Common and medium	9.00@12.50	8.00@12.75	8.00@10.50	8.00@11.00	7.50@10.50
Cull	7.00@ 9.00	6.50@10.50	6.00@ 8.00	6.50@ 8.00	5.00@ 7.50

CALVES, 400 lbs. down:

Good and choice	8.50@10.00	9.00@11.00	9.50@11.00	9.00@10.50	9.00@10.00
Common and medium	7.25@ 8.50	7.50@ 9.00	7.50@ 9.50	7.00@ 8.50	7.50@ 8.50
Cull	6.00@ 7.25	6.00@ 7.50	6.00@ 7.50	6.00@ 7.00	5.00@ 7.50

Slaughter Lambs and Sheep:

SPRING LAMBS:

Good and choice*	11.35@11.65	11.00@11.50	11.50@11.75	11.25@11.50	11.25@11.50
Medium and good*	10.25@11.15	9.75@10.75	10.25@11.40	10.00@11.00	9.25@11.00
Common	9.00@10.00	8.25@ 9.50	8.50@10.25	8.75@ 9.75	8.25@ 9.00

YLG. WETHERS (Shorn):

Good and choice*	9.25@ 9.75	9.00@ 9.75	9.25@ 9.75	9.00@ 9.75	
Medium*	8.00@ 9.00	8.00@ 8.75	7.50@ 9.25	8.00@ 8.75	

EWES (Shorn):

Good and choice	4.75@ 5.75	4.25@ 5.00	3.75@ 5.00	4.50@ 5.25	4.25@ 5.00
Common and medium	3.25@ 4.75	2.50@ 4.25	2.50@ 3.75	3.00@ 4.50	2.75@ 4.00

*Quotations based on animals of current seasonal market weights and wool growth. Shorn animals with less than 60 days wool growth quoted as shorn. *Quotations on slaughter lambs of good and choice and of medium and good grades, as combined, represent lots averaging within the top half of the good and the top half of the medium grades, respectively.

CHICAGO PACKER PURCHASES

Purchases of livestock in Chicago by the principal packers for the first three days this week were 22,522 cattle, 2,437 calves, 44,497 hogs and 9,557 sheep.

CARE IN HOG SCALDING

Careless work in hog scalding costs money. Read "PORK PACKING." The National Provisioner's handbook on operations in the pork plant.

PACKERS' PURCHASES

Purchases of livestock by packers at principal centers for the week ending Saturday, October 11, 1941, as reported to The National Provisioner:

CHICAGO

Armour and Company, 2,544 hogs; Swift & Company, 2,907 hogs; Wilson & Co., 8,447 hogs; Western Packing Co., Inc., 1,579 hogs; Agar Packing Co., 3,558 hogs; shippers, 4,532 hogs; Others, 18,569 hogs.
Total: 41,528 cattle; 3,378 calves; 41,636 hogs; 16,315 sheep.

KANSAS CITY

	Cattle	Calves	Hogs	Sheep
Armour and Company	3,182	564	2,453	4,382
Cudahy Pkg. Co.	2,685	528	1,614	3,560
Swift & Company	2,565	673	2,613	4,234
Wilson & Co.	2,596	757	2,364	3,244
Indep. Pkg. Co.	1,153	400	1,963	3,165
Kornblum Pkg. Co.	6,631	222	1,963	3,165
Others	10,112	2,744	11,427	18,605

OMAHA

	Cattle	Calves	Hogs	Sheep
Armour and Company	5,692	4,922	3,908	
Cudahy Pkg. Co.	4,472	3,807	4,911	5,012
Swift & Company	3,617	2,618	3,291	
Wilson & Co.	1,892	2,758	1,725	
Others	5,230			

Cattle and calves: Eagle Pkg. Co., 19; Greater Omaha Pkg. Co., 128; Geo. Hoffman, 40; Lewis Pkg. Co., 749; Nebraska Beef Co., 749; Omaha Pkg. Co., 181; John Roth Pkg. Co., 106; So. Omaha Pkg. Co., 923; Lincoln Pkg. Co., 202.
Total: 17,342 cattle and calves; 18,752 hogs; 18,864 sheep.

EAST ST. LOUIS

	Cattle	Calves	Hogs	Sheep
Armour and Company	3,696	2,453	7,905	6,160
Swift & Company	4,472	3,807	4,911	5,012
Hunter Pkg. Co.	1,657	65	4,984	1,006
Hell Pkg. Co.			2,537	
Laclede Pkg. Co.			2,822	
Krey Packing Co.			5,064	
Selhoff Pkg. Co.			1,270	
Others	9,695	5,825	38,763	13,398

ST. JOSEPH

	Cattle	Calves	Hogs	Sheep
Swift & Company	2,539	304	6,837	8,601
Armour and Company	3,036	333	6,610	3,740
Others	1,473	193	658	1,743
Total	7,053	830	14,105	14,084

Not including 892 cattle, 21 calves and 1,895 hogs bought direct.

SIoux CITY

	Cattle	Calves	Hogs	Sheep
Cudahy Pkg. Co.	3,222	46	4,487	3,971
Armour and Company	3,305	43	4,488	3,656
Swift & Company	2,577	63	2,538	2,615
Shippers	4,840	91	3,152	996
Others	288	7	11	
Total	14,182	250	14,676	11,238

OKLAHOMA CITY

	Cattle	Calves	Hogs	Sheep
Armour and Company	3,354	1,699	2,503	1,040
Wilson & Co.	3,131	1,715	2,515	743
Others	289	17	1,281	1
Total	6,774	3,431	6,299	1,804

Not including 326 cattle and 1,512 hogs bought direct.

WICHITA

	Cattle	Calves	Hogs	Sheep
Cudahy Pkg. Co.	1,557	851	4,027	1,795
Directs	161	1,014	1,024	
Wichita D. B. Co.	14			
Dunn-Ostertag	111		78	
Fred W. Dold	155		480	1
Sunflower Pkg. Co.	46		186	
Excel Pkg. Co.	403			1
Directs	39			
Others	4,724		585	683
Total	7,010	851	5,336	2,460

Not including 39 cattle, 161 calves, 1,014 hogs and 1,024 sheep bought direct.

DENVER

	Cattle	Calves	Hogs	Sheep
Armour and Company	1,308	32	1,763	15,565
Swift & Company	1,113	186	1,439	12,059
Cudahy Pkg. Co.	951	74	1,296	2,233
Others	1,542	175	1,353	20,579
Total	4,914	478	5,841	50,441

ST. PAUL

	Cattle	Calves	Hogs	Sheep
Armour and Company	3,992	2,671	13,996	6,201
Cudahy Pkg. Co.	1,011	1,388		3,362
Riffin & Son	892	15		
Swift & Company	6,723	3,873	20,159	7,871
Others	5,262	475		
Total	17,980	8,426	34,155	17,434

INDIANAPOLIS

	Cattle	Calves	Hogs	Sheep
Kingman & Co.	2,142	817	22,530	3,147
Armour and Company	813	249	3,111	
Hilgemeier Bros.			384	
Stumpf Bros.			138	
Stark & Wetzel	223	22	675	
Wabnitz and Deters	73	73	295	74
Maass Hartman	40	19		
Shippers	1,790	1,089	19,790	6,722
Others	1,253	321	237	793
Total	6,344	2,605	47,610	10,736

CINCINNATI

	Cattle	Calves	Hogs	Sheep
S. W. Gall's Sons	22			385
E. Kahn's Sons Co.	446	182	10,046	1,530
Lohrey Packing Co.	2		303	
H. H. Meyer Pkg. Co.	17		4,116	
J. Schlachter	110	96		67
J. & F. Schroth P. Co.	22		2,659	
J. F. Stegner Co.	289	242		14
Shippers	661		1,665	2,055
Others	1,423	673	720	182
Total	2,975	1,215	19,509	4,238

Not including 941 cattle, 4,828 hogs and 485 sheep bought direct.

FORT WORTH

	Cattle	Calves	Hogs	Sheep
Armour and Company	3,190	2,811	1,762	2,127
Swift & Company	3,238	2,776	1,781	2,628
Blue Bonnet Pkg. Co.	357	90	847	
City Pkg. Co.	380		830	
Rosenthal Pkg. Co.	43	6	25	1
Total	7,253	5,683	5,195	4,756

RECAPITULATION

	Cattle	Calves	Hogs	Sheep
Chicago	41,528	42,603	41,761	
Kansas City	19,112	20,394	17,915	
Omaha	17,342	20,946	15,264	
East St. Louis	9,652	22,235	22,201	
St. Joseph	7,053	7,163	7,621	
Sioux City	14,182	15,282	10,437	
Oklahoma City	6,774	5,494	4,025	
Wichita	7,010	4,462	2,091	
Denver	4,914	5,352	4,570	
St. Paul	17,980	16,591	14,236	
Milwaukee	4,143	3,420	3,837	
Indianapolis	6,344	6,346	6,488	
Cincinnati	2,975	3,521	3,851	
Ft. Worth	7,253	6,460	4,929	
Total	166,267	180,489	159,226	

HOGS

	Cattle	Calves	Hogs	Sheep
Chicago	41,528	42,603	41,761	
Kansas City	19,112	20,394	17,915	
Omaha	17,342	20,946	15,264	
East St. Louis	9,652	22,235	22,201	
St. Joseph	7,053	7,163	7,621	
Sioux City	14,182	15,282	10,437	
Oklahoma City	6,774	5,494	4,025	
Wichita	7,010	4,462	2,091	
Denver	4,914	5,352	4,570	
St. Paul	17,980	16,591	14,236	
Milwaukee	4,143	3,420	3,837	
Indianapolis	6,344	6,346	6,488	
Cincinnati	2,975	3,521	3,851	
Ft. Worth	7,253	6,460	4,929	
Total	166,267	180,489	159,226	

SHEEP

	Cattle	Calves	Hogs	Sheep
Chicago	41,528	42,603	41,761	
Kansas City	19,112	20,394	17,915	
Omaha	17,342	20,946	15,264	
East St. Louis	9,652	22,235	22,201	
St. Joseph	7,053	7,163	7,621	
Sioux City	14,182	15,282	10,437	
Oklahoma City	6,774	5,494	4,025	
Wichita	7,010	4,462	2,091	
Denver	4,914	5,352	4,570	
St. Paul	17,980	16,591	14,236	
Milwaukee	4,143	3,420	3,837	
Indianapolis	6,344	6,346	6,488	
Cincinnati	2,975	3,521	3,851	
Ft. Worth	7,253	6,460	4,929	
Total	166,267	180,489	159,226	

KINDS OF LIVESTOCK KILLED

The percentage of each class of livestock slaughtered under federal inspection during August:

	Aug. 1941	July 1941	Aug. 1940
Cattle—			
Steers	50.66	53.72	50.65
Cows and heifers	44.20	40.54	44.57
Bulls and stags	5.14	5.74	4.78
Hogs—			
Sows	59.06	59.17	59.35
Barrows	39.85	39.46	39.85
Stags and boars	1.09	1.37	.80
Sheep and lambs—			
Lambs and wylgs	91.60	94.41	92.34
Sheep	8.40	5.59	7.66

CHICAGO LIVESTOCK

Statistics of livestock at the Chicago Union Stock Yards for current and comparative periods.

RECEIPTS

	Cattle	Calves	Hogs	Sheep
Mon., Oct. 6	16,624	2,456	12,084	8,020
Tues., Oct. 7	13,157	847	15,432	8,300
Wed., Oct. 8	13,475	700	15,410	8,761
Thurs., Oct. 9	4,859	740	13,892	5,990
Fri., Oct. 10	1,494	813	6,748	3,767
Sat., Oct. 11	400	700	3,300	4,200

*Total this week... 45,015 6,296 66,816 32,038
Prev. week... 44,354 6,477 75,394 48,366
Year ago... 42,342 4,892 94,688 43,324
Two years ago... 35,545 6,646 80,752 34,652

SHIPMENTS

	Cattle	Calves	Hogs	Sheep
Mon., Oct. 6	4,431	232	1,947	459
Tues., Oct. 7	2,800	145	687	186
Wed., Oct. 8	3,555	81	140	455
Thurs., Oct. 9	1,770	77	994	47
Fri., Oct. 10	200		1,000	100
Sat., Oct. 11	100		100	

Total this week... 12,856 535 4,268 1,247
Previous week... 11,914 466 5,925 2,199
Year ago... 15,347 705 5,103 1,950
Two years ago... 15,095 1,302 7,585 3,183

*Including 2,222 cattle, 2,444 calves, 25,644 hogs and 16,298 sheep direct to packers.
†All receipts include direct.

†OCTOBER AND YEAR RECEIPTS

	October	Year
Cattle	62,652	63,603
Calves	9,720	8,367
Hogs	103,991	149,115
Sheep	62,751	67,446

1,536,920 1,465,129
182,038 203,989
3,351,387 3,908,309
1,725,089 1,657,794

WEEKLY AVERAGE PRICE OF LIVESTOCK

	Cattle	Calves	Hogs	Sheep
Week ended Oct. 4	\$11.35	\$10.80	\$4.75	\$11.30
Previous week	11.50	10.90	4.75	11.25
1940	11.70	6.25	3.50	9.80
1939</				

SLAUGHTER REPORTS

Special reports to THE NATIONAL PROVISIONER show the number of livestock slaughtered at 15 centers for the week ended October 11, 1941:

	CATTLE		
	Week ended Oct. 11	Prev. week	Cor. 1940
Chicago ¹	24,464	27,018	20,978
Kansas City.....	21,856	22,500	21,207
Omaha ²	18,170	21,446	15,808
East St. Louis.....	12,837	14,077	12,617
St. Joseph.....	7,990	8,876	7,287
Sioux City.....	9,501	10,777	6,922
Wichita ³	8,061	4,885	2,788
Philadelphia.....	1,801	2,087	2,151
Indianapolis.....	2,271	2,309	1,747
New York & Jersey City.....	9,074	9,851	9,371
Oklahoma City.....	10,431	9,543	6,468
Cincinnati.....	3,146	3,521	4,585
Denver.....	4,589	4,833	4,621
St. Paul.....	17,920	16,585	10,914
Milwaukee.....	3,779	3,558	3,820
Total.....	155,980	159,966	132,204

*Cattle and calves. †Not including directs.

HOGS		
Chicago ¹	75,179	86,688
Kansas City.....	40,989	38,552
Omaha.....	29,818	30,474
East St. Louis.....	60,773	60,334
St. Joseph.....	13,535	16,853
Sioux City.....	15,435	15,900
Wichita.....	6,850	5,145
Fort Worth.....	5,519
Philadelphia.....	16,184	15,977
Indianapolis.....	26,445	24,195
New York & Jersey City.....	42,826	4,356
Oklahoma City.....	7,611	6,718
Cincinnati.....	18,104	17,297
Denver.....	5,720	6,063
St. Paul.....	34,155	34,465
Milwaukee.....	10,701	10,081
Total.....	403,985	373,198

Includes National Stock Yards, East St. Louis, Ill., and St. Louis, Mo.

SHEEP		
Chicago ¹	13,425	12,112
Kansas City.....	18,605	14,971
Omaha.....	20,058	24,269
East St. Louis.....	14,118	12,731
St. Joseph.....	14,226	14,963
Sioux City.....	11,719	12,805
Wichita.....	3,484	3,002
Philadelphia.....	3,483	3,730
Indianapolis.....	4,124	4,601
New York & Jersey City.....	45,912	45,934
Oklahoma City.....	1,804	1,239
Cincinnati.....	2,281	3,843
Denver.....	11,800	11,998
St. Paul.....	17,434	15,501
Milwaukee.....	1,472	1,863
Total.....	181,945	185,024

†Not including directs.

LIVESTOCK COST AND YIELD

Average cost, yield and weight of animals slaughtered under federal inspection during August:

	Aug., 1941	July, 1941	Aug., 1940
Average cost per 100 lbs.:			
Cattle.....	\$ 9.87	\$ 9.43	\$ 8.24
Steers.....	11.03	10.56	9.85
Calves.....	10.53	10.48	8.38
Hogs.....	10.81	10.64	6.19
Sheep and lambs.....	10.06	10.17	8.12
Average yields (per cent):			
Cattle.....	54.97	55.76	54.48
Calves.....	56.87	56.54	55.42
Hogs.....	75.98	75.42	74.26
Sheep and lambs.....	47.10	47.70	47.04
Average live weight, lbs.:			
Cattle.....	961.72	959.46	921.79
Steers.....	1,017.18	1,019.67	986.94
Calves.....	208.69	199.65	206.29
Hogs.....	281.18	263.38	240.09
Sheep and lambs.....	84.88	82.91	82.27

*Also included in "cattle" data.

PACIFIC COAST LIVESTOCK

Receipts for 5 days ended October 10:

	Cattle	Calves	Hogs	Sheep
Los Angeles.....	6,107	3,389	2,372	345
San Francisco.....	850	40	2,700	1,300
Portland.....	1,950	225	3,785	1,700

MEAT SUPPLIES AT EASTERN MARKETS

(Reported by the U. S. Department of Agriculture, Agricultural Marketing Service.)

		WESTERN DRESSED MEATS		
		NEW YORK	PHILA.	BOSTON
STEERS, carcass	Week ending October 11, 1941.....	9,639	2,958	3,040
	Week previous.....	10,801	2,623	2,862
	Same week year ago.....	9,233	2,289	2,715
COWS, carcass	Week ending October 11, 1941.....	1,082	1,338	2,778
	Week previous.....	1,126	1,409	2,699
	Same week year ago.....	1,260	1,440	3,192
BULLS, carcass	Week ending October 11, 1941.....	817	1,047	150
	Week previous.....	256	927	115
	Same week year ago.....	378	774	32
VEAL, carcass	Week ending October 11, 1941.....	13,316	1,435	634
	Week previous.....	19,911	983	382
	Same week year ago.....	10,080	1,541	1,042
LAMB, carcass	Week ending October 11, 1941.....	50,605	17,596	16,594
	Week previous.....	53,819	16,620	18,230
	Same week year ago.....	40,060	17,266	21,885
MUTTON, carcass	Week ending October 11, 1941.....	2,035	82	768
	Week previous.....	1,455	145	539
	Same week year ago.....	1,982	458	1,000
PORK cuts, lbs.	Week ending October 11, 1941.....	2,478,912	571,568	270,479
	Week previous.....	2,268,225	286,516	273,519
	Same week year ago.....	2,561,385	525,703	392,708
BEEF cuts, lbs.	Week ending October 11, 1941.....	366,479
	Week previous.....	290,982
	Same week year ago.....	475,534

LOCAL SLAUGHTERS

CATTLE, head	Week ending October 11, 1941.....	9,074	1,891
	Week previous.....	9,851	2,087
	Same week year ago.....	9,371	2,151
CALVES, head	Week ending October 11, 1941.....	13,802	2,588
	Week previous.....	14,949	2,852
	Same week year ago.....	15,208	2,894
HOGS, head	Week ending October 11, 1941.....	42,826	16,134
	Week previous.....	42,592	15,977
	Same week year ago.....	53,126	17,445
SHEEP, head	Week ending October 11, 1941.....	48,912	3,483
	Week previous.....	48,934	3,780
	Same week year ago.....	68,102	3,296

Country dressed product at New York totaled 4,088 veal, no hogs and 191 lambs. Previous week 3,527 veal, 45 hogs and 195 lambs in addition to that shown above.

WEEKLY INSPECTED KILL

Hog slaughter under federal inspection at 27 packing centers for week ended October 10 was about 50,000 head under 1940, totaling 606,871 head against 656,642 head. Cattle slaughter amounted to 181,079 head against 149,746. Sheep and lamb slaughter was 52,537 head less than the 1940 kill of 333,750 head.

Number of animals processed in 27 centers for week ended October 10:

	Cattle	Calves	Hogs	Sheep
New York Area ¹	8,997	14,034	42,408	43,607
Phila. & Balt.....	3,823	1,227	23,684	2,117
Ohio-Indiana Group ²	8,840	3,330	56,703	10,890
Chicago ³	32,867	7,191	75,179	48,660
St. Louis Area ⁴	16,261	15,787	60,773	25,547
Kansas City.....	18,457	4,987	40,969	20,581
Southwest Group ⁵	20,587	10,166	32,583	22,944
Omaha.....	18,075	715	29,818	24,540
Sioux City.....	10,981	115	15,465	16,112
St. Paul-Wis. Group ⁶	26,138	22,682	94,987	25,979
Interior Iowa & So. Minn. ⁷	16,341	5,860	134,302	40,236
Total.....	181,079	86,064	606,871	281,213
Total prev. week.....	177,549	79,746	632,700	304,947
Total last year.....	149,746	81,483	656,642	333,750

¹Includes New York City, Newark, and Jersey City. ²Includes Cincinnati and Cleveland, Ohio, and Indianapolis, Ind. ³Includes Elburn, Ill. ⁴Includes St. Louis National Stockyards and East St. Louis, Ill., and St. Louis, Mo. ⁵Includes So. St. Joseph, Wichita, Oklahoma City, and Ft. Worth. ⁶Includes St. Paul, So. St. Paul and Newport, Minn., and Madison and Milwaukee, Wis. ⁷Includes Albert Lea and Austin, Minn., and Cedar Rapids, Des Moines, Ft. Dodge, Mason City, Marshalltown, Ottumwa, Storm Lake, and Waterloo, Ia.

Packing plants included in the above tabulation slaughtered, during the calendar years 1939 and 1940, approximately 74 per cent of the cattle, calves and hogs, and 82 per cent of the sheep and lambs that were slaughtered under federal inspection during those two years.

CANADIAN LIVESTOCK PRICES

STEERS			
	Week ended Oct. 9	Last week	Same week 1940
Toronto	\$ 9.80	\$ 9.85	\$ 8.85
Montreal	10.00	9.25	7.75
Winnipeg	9.00	9.00	8.00
Calgary	9.60	9.00	7.50
Edmonton	8.25	8.75	7.50
Prince Albert.....	8.00	7.85	7.00
Moose Jaw.....	8.00	8.50	6.50
Saskatoon	8.00	8.35	7.50
Regina.....	8.25	8.50	6.50
Vancouver	9.00	9.25

VEAL CALVES			
Toronto	\$13.50	\$13.50	\$11.50
Montreal	13.50	13.50	11.00
Winnipeg	11.50	11.50	9.00
Calgary	9.50	9.50	8.00
Edmonton	10.00	10.00	8.50
Prince Albert.....	9.00	9.50	7.50
Moose Jaw.....	10.00	9.00	8.00
Saskatoon.....	10.50	10.50	7.75
Regina.....	10.00	10.00	7.50
Vancouver	9.50	9.50

HOG CARCASSES*			
Toronto	\$14.85	\$14.85	\$12.15
Montreal	14.85	14.85	12.00
Winnipeg	13.60	13.60	11.15
Calgary	13.45	13.45	10.95
Edmonton	13.60	13.60	10.45
Prince Albert	13.15	13.15	10.70
Moose Jaw	13.30	13.30	10.90
Saskatoon	13.15	13.15	10.80
Regina	13.20	13.20	10.85
Vancouver	14.45	14.45

*Official Canadian hog grades are now on carcass basis, quotations from B1 Grade, Grade A, \$1.00 premium.

GOOD LAMBS			
Toronto	\$11.50	\$11.00	\$ 9.25
Montreal	11.00	11.25	8.75
Winnipeg	9.75	9.50	7.75
Calgary	9.50	9.50	8.25
Edmonton	9.25	9.00	7.50
Prince Albert	8.25	8.50	7.00
Moose Jaw	9.00	9.00	7.00
Saskatoon	9.00	8.65	7.00
Regina	9.00	9.00	7.00
Vancouver	11.25	11.25

CLASSIFIED ADVERTISEMENTS

Advertisements on this page, 10c per word per insertion, minimum charge \$2.00. Position wanted, special rate 7c per word, minimum charge \$1.40. Count address or box number as four words. Headline 70c extra. 70c per line for listings.

Position Wanted

SAUSAGE MAKER: Long years experience. Make all kinds of sausages and loaves. Age 60, healthy and sober. Desires permanent position in small sausage plant. Available at once. W-430, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

MANAGER or SALES MANAGER: Can successfully handle products, costs, labor distribution and profits. Young, aggressive, dependable. Many years' experience medium plant. W-438, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

EXPERIENCED SALESMAN: For packing house or sausage plant. Have bought livestock for a good many years. Single and willing to go anywhere. W-427, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

PRACTICAL PACKINGHOUSE EXECUTIVE, considered an expert on all operations. Would like to associate with a progressive organization. W-423, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

Packers Notice

Are you interested in having your plant operated efficiently and profitably? Experienced in every branch. Would like to make connection with progressive packer. W-447, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

SUPERINTENDENT—Young man with general operating and manufacturing experience in all departments seeks permanent connection with reliable packer. W-443, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

POSITION AS SALES AND PRODUCTION MANAGER. Familiar with large and small Pork operations, last position department sales and production manager in charge and responsible for results of following operations: Fresh Pork, Smoked Meats, Fresh and Dry Sausage, Sweet Pickle and Dry Salt, Casings, Cooked and Baked Hams. Will go anywhere, married, age 37. W-444, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

ASSISTANT SUPERINTENDENT: Experienced all Pork departments, large, medium sized, and small plants. Also A.I. curing foreman. What have you? W-439, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

PRACTICAL EXPERT AVAILABLE LIMITED TIME, check production all plant departments. Improve cut out results, cures, yields, costs, volume, quality. Install Continental system Butcherer, seven day cure Wilshire improves yield. Write or wire W-440, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

Business Opportunities

FOR SALE: Established Wholesale-Retail Meat Market and brick building with two stores, three apartments, modern fixtures, \$110 rent income. Price \$25,000. Inquire at W-434, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

FOR SALE: COMPLETE RENDERING PLANT. Good business. 3 winch trucks. Central New York State. 60 to 100 dead stock weekly. W-435, THE NATIONAL PROVISIONER, 300 Madison Avenue, New York, N. Y.

AGGRESSIVE BROKER WITH GUARANTEED FOLLOWING: Can use car weekly. Boneless beef, assorted chunks, rounds, tenderloins, strips, clods, trimmings. Large eastern city. W-420, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

Profit for Sale

Because owner wishes to retire, one of the finest modern plants specializing in the curing, smoking, tenderizing and boiling of hams is offered for sale. Plant is completely air-conditioned, modernly equipped and is on a SOUND PAYING BASIS. Capacity 1,200 to 1,600 hams per week. \$25,000 cash needed. Write W-446, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

SAUSAGE PLANT FOR SALE: Located in St. Louis, established 1881, annual volume \$150,000. Modern plant, fully equipped, ready to go. Must sell due to death of partner. E. KRETSCHMAR, Box 27, Clayton, Missouri.

Smoked meat plant for sale or rent. Completely equipped for immediate operation. Chas. Abrams, 68 North Second Street, Walnut 6885 Philadelphia, Pa.

Men Wanted

WANTED IMMEDIATELY!! Operating Steam and Refrigeration Engineer. Must have technical training with practical experience in ice manufacture and packing house refrigeration. Must know operating costs. W-445, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

Position Wanted

SUPERINTENDENT: Practical. Excellent record profits, quality products, costs, cures, yields, labor, general results. Aggressive, dependable references. W-441, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

EXECUTIVE with diversified experience in the meat packing industry desires permanent connection with well established concern. Familiar with plant management, processing and merchandising as well as business analyses, public relations, labor relations, general and cost accounting, purchasing, credits, insurance, taxes, etc. Presently employed but desires change. Excellent record. W-442, THE NATIONAL PROVISIONER, 407 So. Dearborn St., Chicago, Ill.

Equipment for Sale

INSPECT AT OUR SHOPS, 335 Doremus Avenue, Newark, N. J., our large stock of equipment, such as Meat Grinders, Stuffers, Kettles, Filter Presses, Lard Rolls, Tankage Dryers, Ice Breakers and Crushers, Mixers, Crushers and Pulverizers, pumps, etc. Send us your inquiries, we desire to serve you. What have you for sale? We buy from a single item to a complete plant. CONSOLIDATED PRODUCTS CO., INC., 14-19 Park Row, New York City, N. Y.

Used Equipment for Sale

#43 Buffalo Silent Cutter (pulley).....	\$225.00
#43 Buffalo Silent Cutter (25 H.P.).....	350.00
#27 Buffalo Silent Cutter (5 H.P.).....	150.00
400 lb. Boss Mixer (pulley).....	200.00
200 lb. Day Mixer (pulley).....	85.00
Sanders Grinder 8" plates (pulley).....	100.00
Cleveland Grinder 8" plates (pulley).....	100.00
Fat Cuber (Glockner) handpower.....	50.00
125 gal. Scapple Kettle and Ag.....	225.00
200 gal. Lard Kettle.....	75.00
500 H.Q. Trolley Hooks.....	80c
Fairbanks Track Scale.....	50.00
Tracks with 10" hangers comp. per foot.....	25c
Albright-Nell Lard Roll, 28"x48" cyl.....	425.00
Link Belt Bacon Slicer 1-H.P.....	75.00
16' Sta. St. Viacera Conveyor Table.....	300.00
Steel Soaking Tanks 62"x42"x36" deep.....	60.00
250 Round Galv. Ham Boilers (open ends) ea.....	1.00
35 Jordan Alum. Loaf Boilers.....	2.50
40 gal. Cooking Kettle (gas).....	20.00
Offal Hanging Truck.....	20.00
Ice Crusher.....	20.00
Many Other Items.....	Price Right
Chas. Abrams.....	68 North Second Street
Walnut 6885.....	Philadelphia, Pa.

Equipment Wanted

Equipment Wanted

USED EQUIPMENT OF ALL KINDS.
COMPLETE PLANTS OR SINGLE UNITS.
FAIR PRICES

CHAS. ABRAMS, 68 North Second Street
Walnut 6885 Philadelphia, Pa.

Personal

Do You Know His Location?

Anyone knowing where Mr. Francis Herbert McFarland, formerly of Pittsburgh, Penna., can be located, please report to P.O. Box 1, Ingomar, Penna.

THE CUDAHY PACKING CO.

PRODUCERS, IMPORTERS AND EXPORTERS OF

Sausage Casings

221 NORTH LA SALLE STREET CHICAGO, U. S. A.

GET THE BEST

ALWAYS ASK FOR THE

"ORIGINAL"

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PALMYRA BOLOGNA CO., INC.

PALMYRA, PENNA.

CLEAN
TASTY
WHOLESOME



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Sausage Casings

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from the Land O'Corn

BLACK HAWK HAMS AND BACON

PORK - BEEF - VEAL - LAMB

Straight and Mixed Cars of Packing House Products

THE RATH PACKING CO.

WATERLOO, IOWA

PATENT CASING COMPANY

Manufacturers of

PATENT SEWED CASINGS

MADE UNDER SOL MAY METHODS

617-23 West 24th Place

Chicago, Illinois



ON THE COVER

A HEALTHY people must be well nourished. The nutritional importance of meat, and the commanding position it holds in the national nutritional and defense programs, were the inspiration for the cover on this convention issue of THE NATIONAL PROVISIONER.

The posters reproduced were among hundreds submitted in the nationwide contest for high school pupils, sponsored by the National Live Stock and Meat Board. This contest was won by Miss Erma Francis, Buffalo, N. Y., whose poster occupies the center position on the cover and is also shown above.

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Official Organ
American Meat Institute



THE NATIONAL PROVISIONER

The Magazine of the Meat Packing and Allied Industries

Volume 105

OCTOBER 18, 1941

Number 16

CONVENTION ISSUE

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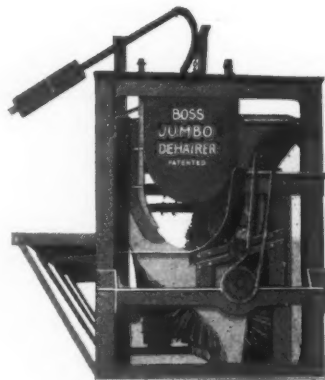
The firms listed here are in partnership with you. The products and equipment they manufacture and the services they render are designed to help you do your work more efficiently, more economically and to help you make better products which you can merchandise more profitably. Their advertisements offer opportunities to you which you should not overlook.

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of a change or omission in this index

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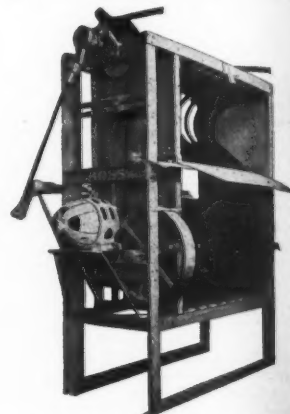
PACKING HOUSE



"BOSS" Jumbo Dehairer



"BOSS" Hog Hoist



"BOSS" Grate Dehairer

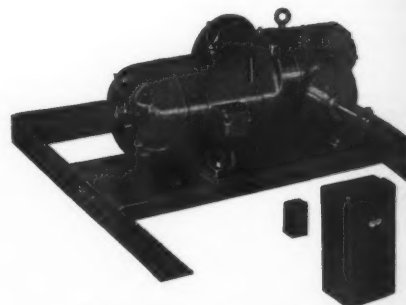
"BOSS" Hog Killing Machinery and Equipment



"BOSS" Knocking Pen

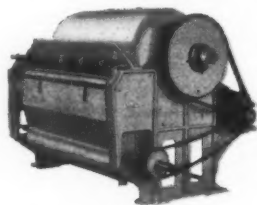


"BOSS" Dropper

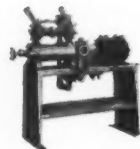


"BOSS" Electric Beef Hoists

"BOSS" Beef Killing Machinery and Equipment



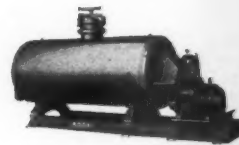
"BOSS" Lard Roll



"BOSS" Gyrator



"BOSS" Shredder



"BOSS" Cooker

"BOSS" Edible and Inedible Rendering Equipment

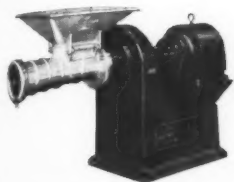


THE CINCINNATI BUTCHERS

CHICAGO BRANCH:
324 Exchange Ave., U. S. Yards,
Chicago, Ill.

Mfrs. "BOSS" Machines for Killing
Sausage Making, Rendering

HOUSEHOLD MACHINERY AND EQUIPMENT—"BOSS"



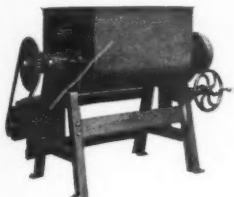
"BOSS" Grinder



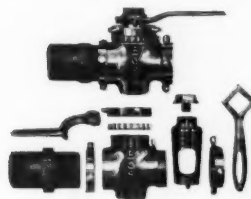
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"BOSS" Stuffer

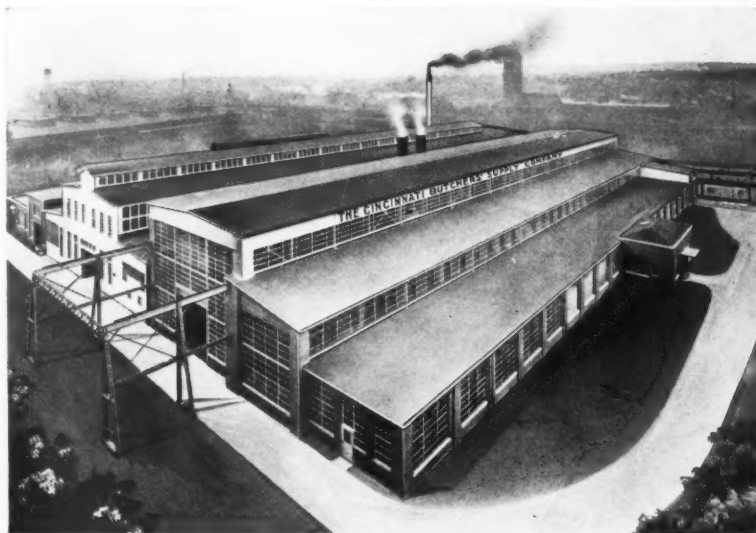


"BOSS" Mixer



"BOSS" Leak-Proof
Stuffer Valve

"BOSS" Sausage Making Machinery and Equipment



THE HOUSE OF "BOSS"—PLEDGED TO GIVING
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SUPPLY COMPANY

and Blade Sta., Elmwood Place,
Cincinnati, Ohio

MAIL ADDRESS:
P. O. Box D, Elmwood Place Station,
Cincinnati, Ohio



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Superclear

(A gelatin of the highest strength)

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to their appearance and builds up their
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more palatable way to get it than in
good jellied meats.

Superclear is high in test as well as
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when used at the ratio of 1 part of
Superclear to 14 parts of water.)

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meats with a trial shipment.

Superclear

(A superior jellied meat gelatin)

Swift & Company

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